

# Memo



**Metro**

600 NE Grand Ave.  
Portland, OR 97232-2736

Date: January 12, 2026  
From: Noel Mickelberry, Senior Transportation Planner  
Subject: Summary of input opportunities for Regional TDM Strategy

This memo summarizes key meetings and engagement where input was gathered to inform the Regional TDM Strategy. Deliverables including Technical Work Group meeting minutes, survey analysis and RTO Partner meeting summaries are included in this appendix. The Technical Work Group roster is also included.

| Meeting/Activity  | Date   |
|---|--|
| Past Engagement Review  | August 2024  |
| Metro Quarterly Trails Forum  | October 9 <sup>th</sup> 2024                               |
| Regional SRTS Practitioners   | October 10 <sup>th</sup> , 2024                            |
| Regional Commute Work Group   | October 18 <sup>th</sup> , 2024                            |
| Regional Travel Options Partner Meeting   | November 7 <sup>th</sup> , 2024                            |
| TDM Needs Assessment: TDM Practitioners Survey  | November 12 <sup>th</sup> – December 13 <sup>th</sup> 2024 |
| Transportation Policy Alternatives Committee (TPAC)   | October 4 <sup>th</sup> , 2024                             |
| Joint Policy Advisory Committee on Transportation (JPACT)   | October 17 <sup>th</sup> , 2024                            |
| TDM Needs Assessment: Focus Groups  | February 2025  |
| Technical Work Group: Meeting #1  | March 13 <sup>th</sup> , 2025                              |
| TPAC Workshop   | April 9 <sup>th</sup> , 2025                               |
| Technical Work Group #2   | May 22 <sup>nd</sup> , 2025                                |
| Metro Council: Introduction to the Regional TDM Strategy  | July 8 <sup>th</sup> , 2025                                |
| Technical Work Group #3   | August 27 <sup>th</sup> , 2025                             |
| Travel Options Public Survey  | September 18 <sup>th</sup> – October 17 <sup>th</sup> 2025 |
| Regional Travel Options Partner Meeting   | November 14 <sup>th</sup> , 2025                           |
| County Coordinating Committee Technical Advisory Committees (TACs): Review of Policies and Strategies | December 2025  |
| TPAC Workshop: Review of Policies and Strategies  | December 10 <sup>th</sup> , 2025                           |
| Public comment period   | January 12 <sup>th</sup> – February 13 <sup>th</sup> 2026  |
| County Coordinating Committees  | January & February 2026                                    |
| TPAC: Review strategy + public comment report   | March 6 <sup>th</sup> , 2026                               |
| JPACT: Review strategy + public comment report  | March 19 <sup>th</sup> , 2026                              |
| TPAC: Request approval recommendation   | April 3 <sup>rd</sup> , 2026                               |
| JPACT: Request approval recommendation  | April 16 <sup>th</sup> , 2026                              |
| Metro Council: Request approval   | April 23 <sup>rd</sup> , 2026                              |

## REGIONAL TDM STRATEGY TECHNICAL WORK GROUP ROSTER

| Regional TDM Strategy - Technical Work Group |                           |                                |  |
|--|---------------------------|--------------------------------|--|
| Name   | Organization              | Representation<br>(geographic) | Representation (practice)              |
| Anthony De Simone                            | Clackamas County          | Clackamas County               | TDM practitioner, local planning staff |
| Kelsey Lewis                                 | Wilsonville SMART         | Clackamas County               | RTO grantee; TDM practitioner          |
| Laura Weigel                                 | City of Milwaukie         | Clackamas County               | Local planning staff                   |
| Carly Rice                                   | City of Gresham           | Multnomah County               | RTO grantee; TDM/SRTS practitioner     |
| MaryJo Andersen                              | Multnomah County          | Multnomah County               | RTO grantee; TDM/SRTS practitioner     |
| Liz Hormann                                  | City of Portland, PBOT    | Multnomah County               | RTO grantee; TDM practitioner          |
| Andrea Pastor                                | Metro                     | Regional                       | Transit Oriented Development           |
| Kim Ellis                                    | Metro                     | Regional                       | RTP/Climate Lead                       |
| Mary Rosenthal                               | Ride Connection           | Regional                       | RTO grantee; TDM practitioner          |
| Sarah Iannarone                              | The Street Trust          | Regional/State                 | TPAC; RTO grantee; TDM practitioner    |
| Wes Charley                                  | TriMet                    | Regional                       | RTO grantee; TDM practitioner          |
| Zachary Lauritzen                            | Oregon Walks              | Regional/State                 | RTO grantee; TDM practitioner          |
| Anna Gore                                    | Alta Planning + Design    | Regional/State                 | TDM practitioner                       |
| Anna Ramos                                   | DEQ                       | State                          | State ECO Rule Administrator           |
| Hope Estes                                   | ODOT                      | State                          | ODOT Travel Options Program Manager    |
| Stephanie Millar                             | ODOT                      | State                          | ODOT Urban Mobility Office             |
| Jeff Pazdalski                               | WTA                       | Washington County              | RTO grantee; TDM practitioner          |
| Leah Biado                                   | Beaverton School District | Washington County              | RTO grantee; TDM/SRTS practitioner     |
| Tiffany Gehrke                               | City of Tigard            | Washington County              | Local planning staff                   |

# Regional TDM Strategy Past Engagement Summary

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August 2024



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1. Documents Reviewed
2. What We Heard” Key Takeaways from Past Engagement, organized into three categories:
  - Direct impact possible through TDM Strategy
  - Within the sphere of influence (SOI) of the TDM Strategy
  - Unlikely to be meaningfully addressed by the TDM Strategy
3. Future Engagement Considerations + Next Steps

## Documents Reviewed

| RTP   | RTO   | Learning Cohorts   |
|---|---|--|
| <ul style="list-style-type: none"><li>● CBO Engagement Reports</li><li>● Community Leaders Forum Reports 1, 2, &amp; 3</li><li>● RTP Engagement Overview</li><li>● BIPOC Owned Small Business Listening Session Summary</li><li>● Summary of Language Specific Community Forums</li></ul> | <ul style="list-style-type: none"><li>● Metro Power Analysis Workshop Memo</li><li>● RTO Racial Equity Strategy Focus Groups Summary and Goals Memo</li></ul> | <ul style="list-style-type: none"><li>● Final Report and Learning Cohort Matrix Memo</li><li>● Miro Board Matrix</li></ul> |

# Engagement Activities for the 2023 RTP Update

(Nov. 2021 - Aug. 2023)

- 105 Metro Council & Technical Advisory Committee meetings
- 59 Community Engagement Liaisons (CELs)
- 7 High Capacity Transit Strategy working meetings
- 6 meetings with federal, state and regional agencies
- 6 meetings with Tribes
- 1 Community Survey (OPAL)
- 3 Community Leader's Forums
- 1 BIPOC Small Business Listening Session
- CBO Events & Focus Groups

## What We Heard From the Community

### Direct impact possible through TDM Strategy

***“I have never heard of the RTP or even the website. Typically that is the case until you see the construction and the cones.”***

- 2023 Unite Oregon Community Engagement Report

- Simpler communication is needed to effectively reach the community  
(Community Leaders Forum)
  - Limit technical words/acronyms
  - Make data available to community orgs, along with support on how to use it
- Trainings for Metro employees and the public about the barriers faced by people with disabilities using public transit  
(BIPOC Small Business Listening Session)

## What We Heard From the Community

### Within sphere of influence of the TDM Strategy

- Connectivity - need for more frequent public transit options that operate later and connect to natural areas/places of interest
  - Desire for more microtransit and first-last mile transit options across the region
- Consider practical impacts from policy
  - Cars are a necessity for some, especially among community members with disabilities
    - No parking minimums in transit deserts are impacting those most vulnerable who rely on cars



# What We Heard From the Community

## Within sphere of influence of the TDM Strategy

- Disparity in treatment
  - *“Participants have experienced and observed bus drivers pulling away more quickly from a stop when a person perceived as low-income is getting on or off the bus.” - 2023 Community Cycling Center Community Engagement Final Report*
- Wayfinding
  - Language barriers make understanding routes difficult
    - Bus drivers strictly adhere to routes and don't have time to teach riders how to engage with routes/maps

## What We Heard From the Community

### Unlikely to be meaningfully addressed by TDM Strategy

- Safety - concerns waiting at and accessing transit stops
  - Lack of street lighting
  - Lack of connectivity re: bike/pedestrian protective infrastructure (sidewalks, protected bike lanes, etc.) impacts perceived distance between stops; riders feel like stops are further away than they are and more difficult to reach
  - Community would feel better with more frequent transit → less time waiting at stops
- Gentrification and displacement concerns
  - Communities are worried that necessary transportation investments will lead to displacement
  - Possibly could provide anti-displacement strategies to preserve residents and small businesses.

## What We Heard From The Learning Cohort Grantees

- Most interested in **making new connections and culturally-specific engagement methods.**
  - Need assistance networking with culturally specific organizations/worksites
- Need help **acquiring data on marginalized communities and analyzing** that data
- **Trainings and workshops** are most useful in developing their racial equity lens/framework
- **Basecamp is a useful communication/resource sharing platform**, but can be difficult for some to navigate
- Grantees prefer to have a hybrid mix of meetings with Metro and other RTO grantees

## Future Engagement Considerations

- **Education and outreach to the community & CBOs early in decision processes**
  - Offer opportunities to provide input on community-scale projects vs solely regional
- **Understand BIPOC and other communities preferred transportation modes**
  - 0 out of 75 BIPOC survey respondents use biking as their primary form of transportation. - *The Street Trust 2023 Community Engagement Report*

## Next Steps: Developing an Engagement Inventory

Some organizations have been more heavily involved in engagement activities compared to others (The Street Trust, Verde, Unite Oregon, Oregon Walks, Community Cycling Center, OPAL). The table below previews a database for tracking organizations' past and current engagement with Metro TDM efforts.

| Organization             | RTP/RTO/LC | Engagement Methods Used  | Last engagement date |
|--------------------------|------------|--|----------------------|
| Community Cycling Center | RTP/RTO/LC | Focus Groups, Presentations, Bike Rides, Cohort Member, Grantee                  | 2024                 |
| Unite Oregon             | RTP/RTO    | Focus Groups, Listening Sessions, Community Leaders Forum                        | April 2023           |
| The Street Trust         | RTP/RTO/LC | Listening Sessions, Focus Group, Cohort Member, Grantee, Community Leaders Forum | 2024                 |
| Centro Cultural          | RTP/RTO    | Focus Groups   | 2023                 |



# Meeting minutes

Meeting: Regional Travel Options Partner Meeting  
Date/time: November 7<sup>th</sup>, 2024  
Location: Metro Regional Center  
Attendees: Approximately 50 attendees representing RTO partner organizations

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**These meeting minutes capture the table activity discussion sheets. This meeting included approximately 50 RTO program partners.**

**Q1: How have the needs of the community members you serve changed as travel patterns have changed in the last 5 years? What factors do you think most influence travel patterns for the people you serve?**

- School bussing down
- More organization & support around walk/bike buses
  - Connection to work-from-home and flexible schedules contributes to increase in SRTS volunteer availability
- Personal safety on transit
- Practitioners are missing change data, are asking what hasn't changed
- Feedback loop of unsafe driving behavior around the school trip, spikes concern around walking/biking safely, which reinforces the decision to drive
- Similar feedback loop of decreased school bus offerings during the pandemic, kids who continue to ride are bullied or have negative experiences that reinforce the low turnout for bussing
  - Similar to transit death spiral
  - Ways to incentivize ridership? I.e., free wifi on buses
- Convenience
- Abundance of parking (induced demand?) – mention of Lloyd specifically
- No requirements to come to the office
  - What's the greenhouse gas emission of WFM vs not?
  - Loss of commute benefits but still a push to return to the office
    - Need for a flexible transit pass program
      - What has the drop-off been for TriMet's Universal Pass program?
- More driving kids to school- school drop-off line, Lack of using school bus
- Safety – personal safety, road safety
- More short trips, more frequent
- Less frequent transit service
- Longer distances
- Lack of data on actual change in travel patterns
- More parking (fewer parking crunches, few demand times)
- Lack of requirements to come to the office
- Effective SRTS programs can prevent drive to work after
- Service workers rely on cars
- Cuts in commute benefit programs

- Absenteeism in schools
- People are more familiar with shared mobility

**Q2: What types of TDM programming do you think are the most successful in positively influencing travel behavior change? What TDM programming is missing in the Portland Metro region to further meet community needs? This could be specific to your community or a gap that you have seen or heard about in other communities.**

- Education as a big success factor as well as community events / community connection
- Incentive recommendations (subsidy programs to be expanded)
- Lots of request for free transit passes
- Request for more in-language programming
- E-bikes and bike buddies, try before you buy model
- Emphasis on the short trips within a community
- Pop up events
- Walking and biking busses
- Community-led ride along for learning
- Workshops on how to use transit
- Free helmets and locks
- New movers travel kits
- Bike commute challenges
- Leaders shown using different modes
- **Employer** trip reduction regulations
  - Employee bike/walk buses
  - Carrots and sticks for employers
  - Employer sponsored TriMet passes
  - Promoting TDM as company benefit
- **Cultural campaigns**
  - Transit info in different languages
  - In-language travel training
- **Incentives** for active transportation commutes/modes e.g. bikes maintenance, comfort accessories
  - Regional incentive/reward programs
  - Wider implementation of incentive/subsidies programs, i.e. Biketown for All
- **Transit passes**
  - Free/discounted transit passes for all
  - Middle school free transit
  - Community transit to cultural/nature institutions, from suburbs and low-income areas
- **Wayfinding** improvements – key destinations, focus on suburbs
  - Time-based signage, visible to motorists

- Paper maps
- **Outliers**
  - Tech integration
  - Vanpools
  - Info on streetcar
  - First/last mile to transit
- **MISSING**
  - No programming in some cities/counties
  - Schools aren't giving out as many passes as families in need
  - Employers smaller than 100 have no requirements/few incentives
  - Walking school bus app
  - Driver education in terms of safety for other modal users
  - Volunteer recruitment toolkit and support
  - Greater human connection/community support – bike buddies
  - Involve teachers & administrators with walking/biking

**Q3: Choose one of the following scenarios. How would you measure the impacts of distributing this resource on a community or individual level?**

**a) An organization that distributes transit passes to groups facing transportation barriers**

- Mileage, pass use data, popular destinations

**b) An organization that distributes safety accessories (e.g., helmets, lights, bike locks, rain gear, etc.)**

- Emphasis on qualitative methods
- A comment that impressions data is not the best tool to measure mode change
- Counts of what is distributed + surveys (without grantees having to bear the full burden of surveying with low turnout)
  - Asking specifically about perceived safety
- Do we even need to back this up with data when we know it's a need?

**c) An organization that administers a shared bicycle and/or scooter fleet program within a small community (e.g., multi-family residential building, individual employer, individual school, etc.)**

- Maintenance as an indicator of use
- Mileage
- Built in measurement through shared fleet system depending on the sophistication of the model



Regional TDM Strategy

# TDM Practitioners Survey

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**Survey Open** November 12 - December 13th, 2024

**Complete Responses** 34

Prepared by:



## How to read this summary

This slide deck summarizes the quantitative and qualitative data from the Regional TDM Practitioners Survey. The survey received 34 complete responses while it was open between November 12 through December 13, 2024.

The summary mirrors the same structure and sequencing as the organization of the survey itself; slide titles paraphrase original survey questions to read as statements, with the corresponding question as a footnote on the slide.

Slides prefaced with "key themes" summarize response data across all programs and are typically followed by slides segmented by program area with more detailed qualitative response data.

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## Executive Summary: Purpose

The purpose of the Regional TDM Practitioners Survey was to gather geographically representative input (of the Metro region) to identify key barriers, needs, gaps, and opportunities of all TO trip types (Commute, Community, and SRTS trips). Input from this survey will support the identification of TDM priorities. The virtual survey was a combination of 23 closed and open-ended questions, which took roughly 15-20 minutes to complete.

The survey to TDM practitioners was developed with the following key questions in mind:

- *What are their needs?*
- *What do they perceive as gaps in TO programming?*
- *What are opportunities related to TDM in the region?*
- *How can RTO play a role in supporting that?*
- *What type of resource is the partner providing? Do they have a way to track the long-term impact of those resources?*

## Executive Summary: Key Findings (1 of 2)

The survey received 34 complete responses while it was open between November 12 through December 13, 2024.

Commute practitioners and programs are still grappling with post-Covid changes to patterns related to travel and work. Practitioners noted a geographic focus shift and communications that prioritizes non-city-center workers. Employers shifting from remote to hybrid work policies bring new challenges to program implementation.

Practitioners identified needs and opportunities in all the following categories:

Areas RTO can directly fund/influence

- **Funding and Staffing Support**
- **Equity and Accessibility**
- **Behavioral and Cultural Shifts**
- **Data Collection and Sharing**
- **Micromobility and Mobility Hubs**

Complementary TDM policy/programs

- **Infrastructure Improvements**
- **Transit Access and Coordination**

## Executive Summary: Key Findings (2 of 2)

Across all practitioners, the top three programs being delivered with success are **incentive programs, site specific programming, and organized ride/walk/transit trips.**

All practitioners reported equal interest, challenges, and success with **individualized marketing.**

Practitioners identified the following as the most impactful activities for reducing VMT and addressing transportation barriers:

### **Affordable access/resources**

- Shared mobility costs
- Access to bikes/gear

### **Incentive programs and policies**

- Employer transit passes
- Transportation Wallet
- Challenges
- Flexible remote work

### **Dependable/tailored options**

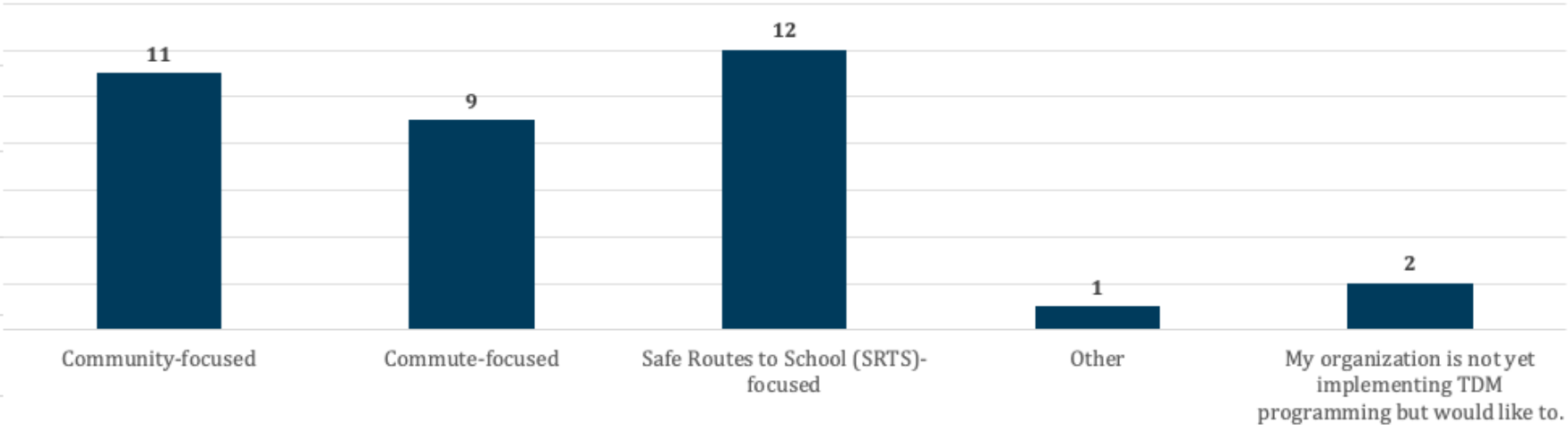
- WSB/BB for schools
- Personalized trip planning
- Shuttles

## What is the name of the organization you represent? (34 responses)

- Beaverton School District
- bikeworks by p:ear
- Cesar Chavez PTA
- City of Gresham
- City of Tigard (2)
- City of Wilsonville / SMART
- Clackamas Community College
- Clackamas County (2)
- Community Cycling Center
- Creston PTA/SRTS committee
- Explore Washington Park
- Glencoe Elementary PTA
- Multnomah County Transportation
- Oregon DEQ
- PBOT (10)
- Port of Portland
- Portland Public Schools
- The Street Trust (2)
- TriMet (2)
- Westside Transportation Alliance (2)

What types of TDM-related programming does your organization implement?

(34 responses)





## Key themes: Audiences and geographies that are difficult to engage

|                  | Audiences, geographies  | Challenges   |
|------------------|---|--|
| <b>Commute</b>   | Shift workers, manufacturing employees, retail employees, mid-size or smaller employers, East County or Clackamas County  | <ul style="list-style-type: none"><li>• Traditional measures of success are limiting</li><li>• Job types that are not computer-based are harder to engage</li><li>• Shifts don't align with transit service hours</li></ul>                          |
| <b>Community</b> | People of color, low-income people, and people with disabilities  | <ul style="list-style-type: none"><li>• No specific challenges identified</li></ul>  |
| <b>SRTS</b>      | Schools without an established Walk Zone, middle schools and high schools, schools located on busy roads, BIPOC families and low-income families, East Multnomah County schools | <ul style="list-style-type: none"><li>• Limited "bandwidth" among staff and volunteers</li><li>• Limited time to provide education</li><li>• Lack of adequate storage facilities</li><li>• Difficult to consistently collect required data</li></ul> |

## Commute: Specific employee/employer groups that are difficult to engage (6 responses)

- Shift workers
- Manufacturing employees
- Retail employees
- Job types that aren't computer-based
- Mid-size or smaller employers
- East County or Clackamas County
- Employees who commute between PDX/Port HQ and Washington
- Disabled students and students living in Wilsonville/South Clackamas county
- Specific companies: Teledyne FLIR, TE Electronics, Fred Meyer Wilsonville, OrePac, Target, Costco

### IDENTIFIED CHALLENGES

- When employees' success is measured based on productivity limits, this limits their availability to engage
- Shifts don't align with transit service hours
- Lack of work-related email addresses (job is not computer-based)
- Access to reliable, up-to-date contact information for employers

### PRACTITIONER SOLUTIONS / IDEAS

- To more efficiently reach employers, procure a CRM tool (e.g., Salesforce CRM, ZoomInfo, LinkedIn Sales Navigator) for maintaining contact info.
- Establish an employer-based metric that takes in to account the challenges of determining equity in employer outreach.

*Q5: Please share with us if there are specific groups of employees/employers that your program would like to serve but are not currently engaged as part of your commute programs. (Optional)*

## Key themes: Adapting Commute-Specific Programs Post-COVID-19 (7 responses)

- **Communication Materials and Reporting:**
  - Education materials and reporting processes have shifted to electronic formats.
  - Messaging has been adapted to address flexible work patterns.
  - Employers are leveraging telework in commute reduction strategies.
- **Program Adjustments:**
  - Increased financial support for low-income participants and expanded reduced-fare programs.
  - Universal Pass pricing adjusted to better align with current demand and ridership patterns.
  - Incentives now consider non-commute trips, as telework continues to be common.
  - Team Challenge activities are less effective when teams function in hybrid workplaces or settings.
- **Geographic Focus Shift:**
  - Portland central city office workers tend to work from home; service expansion efforts now prioritize areas outside central cities due to changing travel demands.
- **Employer Trends:**
  - The Work-From-Home category transitioned from full-time at home to hybrid models (e.g., Tues-Thurs in-office).
  - Employers are bringing employees back on-site, increasing drive-alone rates while telework decreases.

*Q4: Given travel behavior changes following COVID-19, how have your commute-specific programs adapted to meet changing employee and employer needs around travel options? (Optional)*

**Community:** Specific demographic groups, geographies or destinations that are difficult to engage (11 responses)

**Community-focused practitioners identified people of color, low-income people, and people with disabilities as populations they prioritize in their programming and outreach efforts:**

- People who may be served by Community Based Organizations typically involved in accessing health services
- Underserved communities as defined by race, ability, gender/sexual orientation, and low-income
- The Black Community, Latinx Community, Asian Communities, as well as recent immigrants and refugees
- Those living on low-incomes and students
- Those living with disabilities or who cannot ride traditional bike share bikes
- Populations that are disproportionately affected by traffic violence

*Q6: Is your community-focused program looking to engage specific demographics, geographies or destinations you do not currently engage with? (Optional)*

## **SRTS: Specific schools, age groups, or student demographic groups that are difficult to engage** (9 responses)

- Schools that do not have an established Walk Zone
- Middle schools and high schools
- Schools located on busy roads
- BIPOC families and low income families
- East Multnomah County schools (Centennial School District, Gresham-Barlow School District, and Reynolds School)

### **IDENTIFIED CHALLENGES**

- Schools have high need and limited “bandwidth”
- There are very few families of color that lead walking or bike buses
- Collecting consistent demographic data has been found to be a barrier to access for participants and families.
- Access to bikes/bike storage
- Reliance on volunteers to deliver programs
- Short PE classes/not enough time for bike ed

*Q7: Are there any specific schools, age groups, or student demographics that your SRTS program has had trouble engaging with. If yes, please describe. (Optional)*

## How partnerships are structured (29 responses)

- All TDM programs rely on longer-term partnerships via program collaboration for implementation.
- Community-focused programs have more formalized partnerships via funding or subcontract agreements compared to Commute and SRTS-focused programs.

|  | Formalized partnerships via funding or subcontract agreements. | Longer-term partnerships via program collaboration. | Short-term partnerships around specific events or activities. | Other |
|--|--|---|---|-------|
| Commute-focused  | 5  | 8   | 5   | 2     |
| Community-focused  | 11   | 10  | 11  |       |
| Safe Routes to School (SRTS)-focused                                       | 6  | 10  | 7   |       |
| My organization is not yet implementing TDM programming but would like to. | 1  | 1   |   |       |

Q8: How are these partnerships structured? Select all that apply.

## Key themes: Specific travel option opportunities that practitioners would like to see addressed and resources that are needed (28 responses)

Responses were analyzed and grouped into the following seven categories:

Areas RTO can directly fund/influence

- **Funding and Staffing Support**
- **Equity and Accessibility**
- **Behavioral and Cultural Shifts**
- **Data Collection and Sharing**
- **Micromobility and Mobility Hubs**

Complementary TDM policy/programs

- **Infrastructure Improvements**
- **Transit Access and Coordination**

### Funding and Staffing Support

#### Needs and Opportunities:

- Adequate resources to support active transportation programs and TDM initiatives.
- Dedicated staff for program implementation and oversight.

#### Resources Needed:

- Increased grant opportunities and municipal funding.
- Recruitment and support for program volunteers and paid staff.

*Q12: Do you see specific travel option needs or opportunities either in your program or your community that you would like to see addressed? If your organization is not able to address these needs or respond to opportunities, what support or resources are needed? (Optional)*

## Key themes: Specific travel option opportunities that practitioners would like to see addressed and resources that are needed (28 responses)

### Equity and Accessibility

#### Needs and Opportunities:

- Programs for low-income families, such as reduced fare options and bike donation programs.
- Outreach and education in diverse languages and culturally appropriate formats.

#### Resources Needed:

- Translation services with quick turnaround times.
- Tailored outreach strategies leveraging non-traditional marketing channels.
- Enhanced partnerships with community organizations to reach underserved populations.
- Investment in more security on buses, the MAX, and at MAX stations.

### Behavioral and Cultural Shifts

#### Needs and Opportunities:

- Promotion of biking, walking, and transit through education and incentive programs.
- Address barriers posed by work-from-home trends and shift work schedules.
- Address real and perceived threats to personal safety.

#### Resources Needed:

- Focus groups to understand commuter perceptions and how commuters are accessing information.
- Collaboration with employers to adapt programs to flexible work patterns.
- Community engagement to build support for active transportation and carpooling.

*Q12: Do you see specific travel option needs or opportunities either in your program or your community that you would like to see addressed? If your organization is not able to address these needs or respond to opportunities, what support or resources are needed? (Optional)*



## Key themes: Specific travel option opportunities that practitioners would like to see addressed and resources that are needed (28 responses)

### Data Collection and Sharing

#### Needs and Opportunities:

- Better tracking of program impact and transportation patterns.

#### Resources Needed:

- Tools and systems for managing quantitative and qualitative data.
- Improved data sharing agreements with transit agencies like TriMet.

### Micromobility and Mobility Hubs

#### Needs and Opportunities:

- Introduction of e-bike and e-scooter services in underserved areas.
- Creation of mobility hubs to integrate transportation modes.
- Collaboration between local and regional transit partners.

#### Resources Needed:

- Investment in micromobility infrastructure and operations.

*Q12: Do you see specific travel option needs or opportunities either in your program or your community that you would like to see addressed? If your organization is not able to address these needs or respond to opportunities, what support or resources are needed? (Optional)*

## Key themes: Specific travel option opportunities that practitioners would like to see addressed and resources that are needed (28 responses)

*Note: highlighted are components that the RTO program can directly support*

### Infrastructure Improvements

#### Needs and Opportunities:

- Safer walking and biking infrastructure: sidewalks, bike lanes, crosswalks, traffic calming measures.
- School-specific improvements: crossing guards, speed zones, safer routes.
- Secure bike storage and bike network connectivity.

#### Resources Needed:

- Increased funding for infrastructure projects.
- Political support for policy changes and project implementation.

### Transit Access and Coordination

#### Needs and Opportunities:

- More frequent, reliable, and secure public transit.
- Expanded transit options for underserved areas and better integration across transit agencies.
- Free or subsidized transit passes for students, including middle schoolers.

#### Resources Needed:

- Inter-agency collaboration to improve coordination and simplify navigation.
- Additional funding for service expansion and free/subsidized pass programs.
- Advocacy for expanded transit coverage in rural and suburban areas.

*Q12: Do you see specific travel option needs or opportunities either in your program or your community that you would like to see addressed? If your organization is not able to address these needs or respond to opportunities, what support or resources are needed? (Optional)*

## Key themes: TDM Program Delivery

*Note: These key themes are gleaned from the Q13 matrix of services to follow*

- Overall, the top three programs being delivered with success are **incentive programs, site specific programming, and organized ride/walk/transit trips**.
- All practitioners reported equal interest, challenges, and success with **individualized marketing**- this could be an area for cross-collaboration/learning across all programs.
- **COMMUTE-FOCUSED** practitioners identified **individualized marketing** and **incentive programs** as activities that are being provided but could use more support.
- **COMMUNITY-FOCUSED** practitioners identified **challenges** as difficult to implement while also not seen as relevant.
- **SRTS-FOCUSED** practitioners identified **site-specific programming, in-classroom education, and learn to ride challenges** as being provided but facing challenges. Half of SRTS-focused practitioners mentioned **personalized travel planning** and **commute benefit assistance** being relevant to their communities but wouldn't implement— possible opportunity for cross-collaboration with adult commute programming.

## TDM Program Delivery - All responses (28 responses)

| All Responses                                   | My program is providing this activity, with success. | My program is attempting to provide this activity, but facing challenges. | My program would like to provide this activity. | This activity is offered in my community, but not by my program. | This activity would be relevant to communities I serve, but my program would not implement. | This activity is not relevant to the communities that I serve. | Total |
|---|--|---|---|--|---|--|-------|
| Incentive Programs                              | 10   | 12  | 3   |  | 3   |  | 28    |
| Challenges                                      | 6  | 7   | 3   | 4  | 3   | 3  | 26    |
| Site-Specific Programming                       | 13   | 9   | 1   | 1  | 1   | 3  | 28    |
| Personalized Travel Planning                    | 5  | 3   | 7   | 3  | 6   | 3  | 27    |
| Commute Benefit Program Assistance              | 4  | 3   | 5   | 5  | 5   | 4  | 26    |
| Organized Ride/Walk/Transit Trips               | 11   | 6   | 4   | 5  |   | 2  | 28    |
| Individualized Marketing                        | 5  | 8   | 8   | 4  | 3   |  | 28    |
| General Marketing/Informational Campaigns       | 9  | 11  | 3   | 2  | 3   |  | 28    |
| TDM Supportive Infrastructure                   | 7  | 6   | 3   | 4  | 5   | 1  | 26    |
| Community-based Active Transportation Education | 9  | 4   | 2   | 6  | 2   | 3  | 26    |
| In-Classroom Active Transportation Education    | 4  | 4   | 6   | 7  | 2   | 4  | 27    |
| Learn-to-Ride Education Programming             | 7  | 6   | 2   | 5  | 2   | 4  | 26    |
| In-Classroom Bike Education in Classroom        | 4  | 4   | 5   | 8  | 1   | 5  | 27    |
| In-Classroom Pedestrian Education               | 3  | 3   | 4   | 9  | 1   | 5  | 25    |
| Total   | 97   | 86  | 56  | 63   | 37  | 37   |       |

## TDM Program Delivery – Commute-focused (8 respondents)

| Commute-Focused                                 | My program is providing this activity, with success. | My program is attempting to provide this activity, but facing challenges. | My program would like to provide this activity. | This activity is offered in my community, but not by my program. | This activity would be relevant to communities I serve, but my program would not implement. | This activity is not relevant to the communities that I serve. | Total |
|---|--|---|---|--|---|--|-------|
| Incentive Programs                              | 3  | 4   | 1   |  |   |  | 8     |
| Challenges                                      | 4  | 2   | 1   | 1  |   |  | 8     |
| Site-Specific Programming                       | 5  | 2   |   |  |   | 1  | 8     |
| Personalized Travel Planning                    | 3  | 2   | 1   |  | 1   | 1  | 8     |
| Commute Benefit Program Assistance              | 4  | 1   | 1   | 1  |   |  | 7     |
| Organized Ride/Walk/Transit Trips               |  | 2   | 2   | 3  |   | 1  | 8     |
| Individualized Marketing                        | 1  | 4   | 1   | 2  |   |  | 8     |
| General Marketing/Informational Campaigns       | 4  | 3   |   | 1  |   |  | 8     |
| TDM Supportive Infrastructure                   | 3  |   |   | 1  | 3   |  | 7     |
| Community-based Active Transportation Education | 1  | 1   |   | 3  |   | 2  | 7     |
| In-Classroom Active Transportation Education    |  |   | 1   | 3  |   | 3  | 7     |
| Learn-to-Ride Education Programming             | 1  |   | 1   | 1  | 1   | 2  | 6     |
| In-Classroom Bike Education in Classroom        |  |   | 1   | 3  |   | 3  | 7     |
| In-Classroom Pedestrian Education               |  |   | 1   | 3  |   | 3  | 7     |
| Total   | 29   | 21  | 11  | 22   | 5   | 16   |       |

## TDM Program Delivery – Community-focused (10 respondents)

| Community-Focused                               | My program is providing this activity, with success. | My program is attempting to provide this activity, but facing challenges. | My program would like to provide this activity. | This activity is offered in my community, but not by my program. | This activity would be relevant to communities I serve, but my program would not implement. | This activity is not relevant to the communities that I serve. | Total |
|---|--|---|---|--|---|--|-------|
| Incentive Programs                              | 3  | 5   | 1   | 0  | 1   |  | 10    |
| Challenges                                      |  | 3   |   | 2  |   | 3  | 8     |
| Site-Specific Programming                       | 4  | 3   | 1   | 1  |   | 1  | 10    |
| Personalized Travel Planning                    | 2  | 1   | 2   | 2  | 1   | 1  | 9     |
| Commute Benefit Program Assistance              |  | 2   | 3   | 2  |   | 2  | 9     |
| Organized Ride/Walk/Transit Trips               | 6  | 1   | 1   | 1  |   | 1  | 10    |
| Individualized Marketing                        | 3  | 3   | 3   | 1  |   |  | 10    |
| General Marketing/Informational Campaigns       | 3  | 5   | 1   | 1  |   |  | 10    |
| TDM Supportive Infrastructure                   | 2  | 3   | 1   | 2  |   | 1  | 9     |
| Community-based Active Transportation Education | 4  | 2   | 1   | 1  |   | 1  | 9     |
| In-Classroom Active Transportation Education    | 3  | 1   | 2   | 3  |   | 1  | 10    |
| Learn-to-Ride Education Programming             | 3  | 3   |   | 2  |   | 2  | 10    |
| In-Classroom Bike Education in Classroom        | 2  | 1   | 2   | 3  |   | 2  | 10    |
| In-Classroom Pedestrian Education               |  | 1   | 2   | 3  |   | 2  | 8     |
| Total   | 35   | 34  | 20  | 24   | 2   | 17   |       |

## TDM Program Delivery – SRTS-focused (8 responses)

| SRTS-Focused                                    | My program is providing this activity, with success. | My program is attempting to provide this activity, but facing challenges. | My program would like to provide this activity. | This activity is offered in my community, but not by my program. | This activity would be relevant to communities I serve, but my program would not implement. | This activity is not relevant to the communities that I serve. | Total |
|---|--|---|---|--|---|--|-------|
| Incentive Programs                              | 4  | 3   |   |  | 1   |  | 8     |
| Challenges                                      | 2  | 2   | 1   |  | 3   |  | 8     |
| Site-Specific Programming                       | 4  | 4   |   |  |   |  | 8     |
| Personalized Travel Planning                    |  |   | 2   | 1  | 4   | 1  | 8     |
| Commute Benefit Program Assistance              |  |   | 1   | 1  | 4   | 2  | 8     |
| Organized Ride/Walk/Transit Trips               | 5  | 2   | 1   |  |   |  | 8     |
| Individualized Marketing                        | 1  | 1   | 2   | 1  | 3   |  | 8     |
| General Marketing/Informational Campaigns       | 2  | 3   |   |  | 3   |  | 8     |
| TDM Supportive Infrastructure                   | 1  | 2   | 2   | 1  | 2   |  | 8     |
| Community-based Active Transportation Education | 4  | 1   | 0   | 2  | 1   |  | 8     |
| In-Classroom Active Transportation Education    | 1  | 3   | 2   | 1  | 1   |  | 8     |
| Learn-to-Ride Education Programming             | 3  | 3   | 1   | 1  |   |  | 8     |
| In-Classroom Bike Education in Classroom        | 2  | 3   | 2   | 1  |   |  | 8     |
| In-Classroom Pedestrian Education               | 3  | 2   | 1   | 2  |   |  | 8     |
| Total   | 32   | 29  | 15  | 11   | 22  | 3  |       |

## **Key themes: Challenges to current programs and barriers to implementing other activities** (21 responses)

Sufficient and accessible funding and staff capacity were the most frequently mentioned current challenges as well as barriers to implementing other activities. Respondents mentioned that funding was needed for supporting dedicated staff positions to adequately manage and develop programs; accessible and timely funding to provide incentives was also frequently mentioned.

Key themes on the challenges to current programs and barriers to implementing other activities:

- **Staffing Capacity**
- **Sustainable & Accessible Funds**
- **Context & audience-specific activities**
- **Program Champions**
- **Marketing & Outreach**
- **Engagement**
- **Program Evaluation**
- **Infrastructure & Safety**

*Q14: For any activities that you are currently implementing but facing challenges, please describe the challenges. (Optional) & Q16: For any activities that your program would like to provide, please describe the barriers to implementation or why this activity is not currently offered? (Optional)*



## Key themes: Challenges to current programs and barriers to implementing other activities (21 responses)

| Theme                                     | Current program challenges   | Barriers to implementing other activities   |
|---|--|---|
| <b>Staffing Capacity</b>                  | Currently, there are capacity limitations across all levels: leadership, staff and volunteers which create challenges to consistent and sustainable implementation, coordination, and engagement. Volunteer availability is inconsistent.  | Staff turnover makes planning more difficult and stall activities from happening. Big time commitment. A paid coordinator to organize events, volunteers, and staff would allow scaling up. |
| <b>Sustainable &amp; Accessible Funds</b> | Reliance on external funding makes continuation of programs uncertain. Incentive programs require upfront funds and is more difficult when unable to access in a timely way. Cash flow challenges prevent timely distribution of incentives and prizes like free or discounted transit passes. | Need funding for more staff to dedicate time. Funding for <i>Biketown for All</i> memberships.  |

Q14: For any activities that you are currently implementing but facing challenges, please describe the challenges. (Optional) & Q16: For any activities that your program would like to provide, please describe the barriers to implementation or why this activity is not currently offered? (Optional)

## Key themes: Challenges to current programs and barriers to implementing other activities (21 responses)

| Theme   | Current program challenges  | Barriers to implementing other activities   |
|---|---|---|
| <b>Context &amp; audience-specific activities</b> | Generalized program designs ("one size fits all") fail to resonate with diverse groups or contexts. For example, rides or <i>Get There</i> challenges only attract a specific type of person. | Biking is not viewed as a form of transportation.   |
| <b>Program Champions</b>                          | Leadership support and partnership is needed from PBOT, PPS, and large employers to help increase participation and outreach efforts.   | Need more concrete, active support from PPS. Logistical barriers require strong partnership with Trimet.                      |
| <b>Marketing &amp; Outreach</b>                   | Marketing costs and limited budgets reduce visibility and outreach effectiveness. Data for more individualized marketing is unavailable.  | Developing outreach materials and utilizing communication channels that are more effective at reaching the priority audience. |

*Q14: For any activities that you are currently implementing but facing challenges, please describe the challenges. (Optional) & Q16: For any activities that your program would like to provide, please describe the barriers to implementation or why this activity is not currently offered? (Optional)*

## Key themes: Challenges to current programs and barriers to implementing other activities (21 responses)

| Theme                              | Current program challenges  | Barriers to implementing other activities   |
|------------------------------------|---|---|
| <b>Engagement</b>                  | Turnover of residents and staff at the two <i>Power to the Pedal</i> locations has made it difficult to increase ridership.   | Still building traction and interest with current program activities.   |
| <b>Program Evaluation</b>          | Trip logging is a high barrier. Very difficult to get good transportation data.   |   |
| <b>Infrastructure &amp; Safety</b> | Insufficient safety improvements in infrastructure deter widespread participation. Ineffective transit schedules, such as TriMet Red Line's operational hours, fail to meet user needs. | <b>Insufficient funding for site-based infrastructure projects</b> , especially when ineligible for grants (e.g., non-public right of way). |

Q14: For any activities that you are currently implementing but facing challenges, please describe the challenges. (Optional) & Q16: For any activities that your program would like to provide, please describe the barriers to implementation or why this activity is not currently offered? (Optional)

## Key themes: TDM Practitioners' key takeaways for program success (19 responses)

The five (5) key themes highlight the types of audience-specific program delivery, tools and incentives, and collaborators that have led to program success: ***Effective Program Strategies, Tailored programming with appropriate resources, Marketing and Outreach, Incentives and Accessibility, Partnerships and Employer Collaboration***

### Effective Program Strategies

- Consistency is Key: Long-term, predictable partnerships and programming build trust and engagement.
- Integrated Events and Infrastructure: Tying activities to infrastructure (e.g., bike rides, transit) enhances impact.
- Goal-Oriented Design: Programs designed to reduce VMT (Vehicle Miles Traveled) and encourage behavior change are more impactful.

### Tailored programming with appropriate resources

- Schools show enthusiasm for bike/pedestrian safety programs when resources (bikes, scooters, instructors) are provided.
- Short, targeted lessons (e.g., 30-minute pedestrian lessons) are highly successful in constrained environments like PE classes.
- Programs tailored for youth (e.g., Biketown for All), with incentives such as free memberships, foster active participation.

*Q15: For any activities that you are implementing successfully, what are some key takeaways on your program's success that you could share with other TDM practitioners? (Optional)*

## Key themes: TDM Practitioners' key takeaways for program success (19 responses)

### Marketing and Outreach

- Multi-channel marketing (e.g., mail, e-newsletters, targeted social ads) effectively reaches diverse demographics.
- Personalized communications, such as direct emails or reminders, increase participation in events and promotions.

### Incentives and Accessibility

- Practical and intriguing incentives (e.g., discount transit passes, on-site pass purchases) are well-received.
- Materials developed through an accessibility lens will expand program reach to a broader audiences.
- Automating incentive distribution (e.g., through tools like Zapier) optimizes staff resources.

### Partnerships and Employer Collaboration

- Collaboration with community partners, CBOs, and employers ensures resource distribution and program visibility.
- On-site employer events and engaging workplace champions lead to higher participation rates.
- Maintaining a well-managed CRM aids in identifying key contacts for ongoing success.

*Q15: For any activities that you are implementing successfully, what are some key takeaways on your program's success that you could share with other TDM practitioners? (Optional)*

## Key themes: most significant activities for reducing VMT and transportation barriers across all programs (24 responses total)

### REDUCING VMT AND TRANSPORTATION BARRIERS

#### Affordable access/resources

- Shared mobility costs
- Access to bikes/gear

#### Incentive programs and policies

- Employer transit passes
- Transportation Wallet
- Challenges
- Flexible remote work

#### Dependable/tailored options

- WSB/BB for schools
- Personalized trip planning
- Shuttles

### HOW THEY ARE ASSESSED

- Utilization of transportation options
- Bike giveaways and bike trainings

- ECO Surveys
- VMT before/after trip reduction plan
- Participation, behavior change

- Travel tallies
- Walking audits
- Caregiver surveys
- Testimonials; feedback collected from direct follow-up, 1-on-1 meetings, calls, etc

## **Key themes: most significant activities for reducing VMT and transportation barriers across all programs** (24 responses total)

### **Considerations that would enhance effectiveness or reach more communities**

- Language access
- Trust
- Involving diverse communities in designing/delivering programs
- Policies – employer policies, legislation, etc.

### **TDM Adjacent Strategies**

- Safer infrastructure
- Better land use
- Pricing

See slides 32-37 for more detailed responses among **Commute**, **Community**, and **SRTS** practitioners about the most significant activities for reducing VMT and transportation barriers across all programs.

## The most significant activities contributing to achieving VTM reduction and how they are assessed (24 responses total)

### Commute-focused practitioners

#### REDUCING VMT

- Challenges & points programs
- PBOT's Transportation Wallet Program
- Providing an adequate supply of parking at a reasonable price. It is an alternative to being dropped off and picked up by personal vehicles
- Charge for parking. Incentivize employers to subsidize travel options modes.
- Flexible remote work policies
- Trip reduction plans for employers

#### HOW THEY ARE ASSESSED

- Participation
- Annual survey comparing commute behaviors between people who do and do not have Transportation Wallets
- The ratio of air travelers-to-cars
- Measurably increased number of people utilizing transportation options, such as increased transit ridership numbers.
- ECO surveys - quantitative data like basic commute info, vehicle info, and miles traveled to work
- Survey data from employees to demonstrate baseline VMT before and after implementation of trip reduction plan

*Q17: Please identify a TDM activity that you feel is the most significant contributor to achieving VMT reduction and to addressing transportation barriers for communities of color, low-income communities or people with disabilities. & Q18: How have you assessed, or how would you assess, the impact of the activities listed above? In other words, how do you know the activity is effective? This could be based on observation, research, information from other programs, etc.*



## The most significant activities contributing to addressing transportation barriers and how they are assessed (24 responses total)

### Commute-focused practitioners

#### ADDRESSING TRANSPORTATION BARRIERS

- Language, trust
- PBOT's Access for All Transportation Wallet Program
- Red Line light rail access to the entire TriMet system addresses the barriers of cost and car ownership.
- Include communities of color, low-income communities and people with disabilities in all aspects of program formation, such as steering committees, focus groups, practitioners or practitioner support, etc.
- Longer travel distances are causing hardships and reducing transit's convenience. Reduce travel distances by supplying affordable housing closer to job and education centers.
- Providing employees with free transit passes
- Lack of legislation requiring organizations to partner with local TMAs to reduce VMT.

#### HOW THEY ARE ASSESSED

- Intuition
- Increased implementation of TDM tools with an equity focus that has been defined by communities of color, low-income communities and people with disabilities. Practitioners know which communities to focus on with an equity lens because area of focus has been thoroughly defined with assistance from impacted groups in the formative stages of development.
- Work at addressing perceptions about transit taking longer than driving but subsidized parking fees work against transit and non-car modes. TriMet has been adding service but the housing shortages are causing lengthier travel times.
- ECO surveys - qualitative info like why you commuted a certain way, and what would make a difference in how you commute

*Q17: Please identify a TDM activity that you feel is the most significant contributor to achieving VMT reduction and to addressing transportation barriers for communities of color, low-income communities or people with disabilities. & Q18: How have you assessed, or how would you assess, the impact of the activities listed above? In other words, how do you know the activity is effective? This could be based on observation, research, information from other programs, etc.*

## The most significant activities contributing to achieving VMT reduction and how they are assessed (24 responses total)

### Community-focused practitioners

#### REDUCING VMT

- Incentive programs, site-specific programming
- Price Signals (parking, road user charge, tolling, all outside our program), Employer Commute Program (getting going under commute grant)
- Make driving harder, make driving more expensive
- Working from home policies

#### HOW THEY ARE ASSESSED

- Non-motorized and transit counts, mode split, parking utilization
- Constant request/ask through research and community outreach
- A literature review by Fehr and Peers has shown that pricing is the greatest lever in behavior change - it is currently too cheap and easy to drive around and park.
- Personal safety is addressed and customer service are prioritized, especially in equity programs.
- Trips generated by shared micro mobility
- Quantitative: app-based trip logging and labeling, plus qualitative interviews and surveys about travel choices

*Q17: Please identify a TDM activity that you feel is the most significant contributor to achieving VMT reduction and to addressing transportation barriers for communities of color, low-income communities or people with disabilities. & Q18: How have you assessed, or how would you assess, the impact of the activities listed above? In other words, how do you know the activity is effective? This could be based on observation, research, information from other programs, etc.*

## The most significant activities contributing to addressing transportation barriers and how they are assessed (24 responses total)

### Community-focused practitioners

#### ADDRESSING TRANSPORTATION BARRIERS

- TDM supportive infrastructure, personalized travel planning
- Transportation Wallet (addresses cost, improves mobility)
- Build more transformative infrastructure, follow that up with behavior change campaigns, address safety on our streets (both traffic and non-traffic issues),
- Public transportation access, namely bike share access

#### HOW THEY ARE ASSESSED

- Lots of scheduled educational events and availability for one-on-one emails, phone calls, and texts with advice.

*Q17: Please identify a TDM activity that you feel is the most significant contributor to achieving VMT reduction and to addressing transportation barriers for communities of color, low-income communities or people with disabilities. & Q18: How have you assessed, or how would you assess, the impact of the activities listed above? In other words, how do you know the activity is effective? This could be based on observation, research, information from other programs, etc.*

## The most significant activities contributing to achieving VMT reduction and how they are assessed (24 responses total)

### SRTS-focused practitioners

#### REDUCING VMT

- Site Specific Programming (walk/bike busses, in particular)
- Lots of handholding and support to make people comfortable at the stage of learning they are at. For a lot of people we work with, this looks like learn to ride programming and other outings that are fun and generally away from the threat of car traffic and inclement weather.
- Reduce parents driving kids to school. The VMT reduction is easy to calculate given the average distance to school (i.e., given a catchment area 1.5 miles in radius, 1 mile per leg of trip, or 4 miles per student per day, is a reasonable average).
- Provide multiple travel options for families to safely get to/from school

#### HOW THEY ARE ASSESSED

- We utilize travel tallies. We find lower VMT for schools that have a regular WSB or Bike Bus program.
- Observation of walk and roll days vs other days
- Walking audits and caregiver surveys
- I'm a little torn on this one. On one hand I almost don't think it is fair to expect us to plan, implement, document, and assess our work. I think we could use a lot more hand holding when it comes to effective assessment of our programming. It's another hat that requires specialized skills to do effectively, so I struggle to imagine doing it effectively with everything else we are juggling with limited resources. On the other hand, we as a team are constantly assessing towards assuring our participants are walking away from our programming with concrete skills and knowledge that we are confident will contribute to their safety.

*Q17: Please identify a TDM activity that you feel is the most significant contributor to achieving VMT reduction and to addressing transportation barriers for communities of color, low-income communities or people with disabilities. & Q18: How have you assessed, or how would you assess, the impact of the activities listed above? In other words, how do you know the activity is effective? This could be based on observation, research, information from other programs, etc.*

## The most significant activities contributing to addressing transportation barriers and how they are assessed (24 responses total)

### SRTS-focused practitioners

#### ADDRESSING TRANSPORTATION BARRIERS

- Site Specific Programming (walk/bike busses, in particular)
- Lots of handholding and support to make people comfortable at the stage of learning they are at. For a lot of people we work with, this looks like learn to ride programming and other outings that are fun and generally away from the threat of car traffic and inclement weather.
- Reduce parents driving kids to school. The VMT reduction is easy to calculate given the average distance to school (i.e., given a catchment area 1.5 miles in radius, 1 mile per leg of trip, or 4 miles per student per day, is a reasonable average).
- Provide multiple travel options for families to safely get to/from school

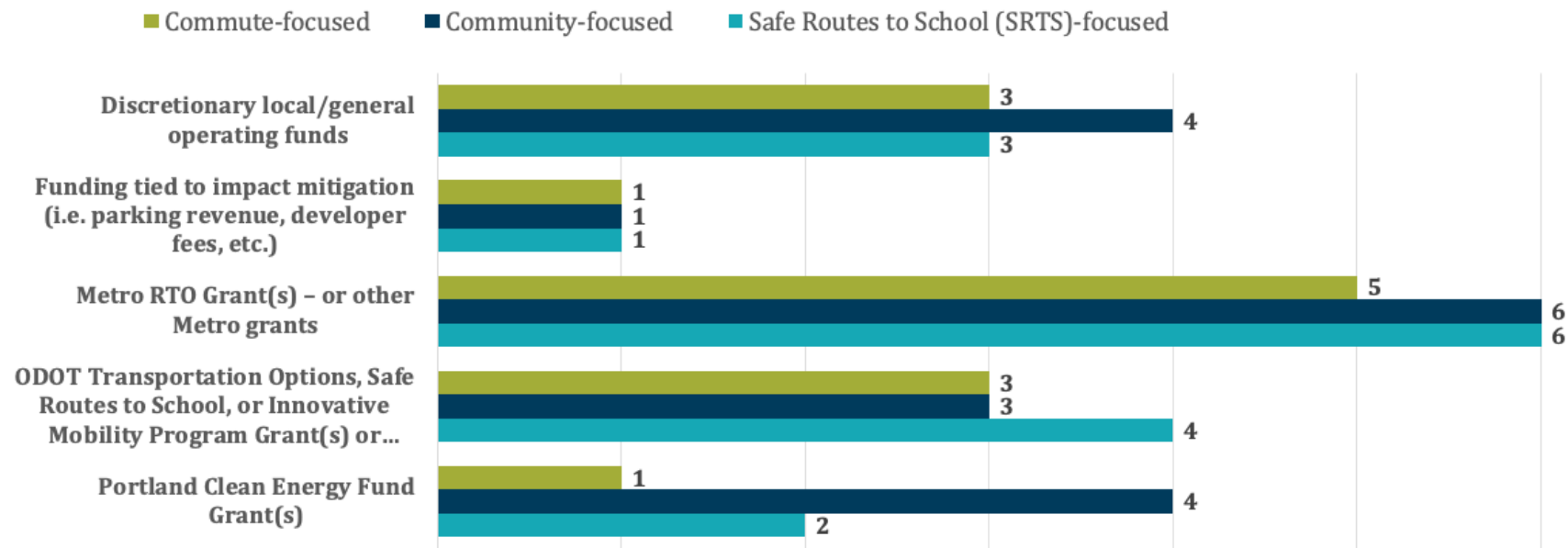
#### HOW THEY ARE ASSESSED

- We utilize travel tallies and have recorded information on "normal" days and event days going back several years which allows us to analyze travel trends.
- Walking audits and caregiver surveys
- More kids from low income and communities of color riding on bike bus and other days. We have seen successes here after distributing bikes, and doing bike trainings.
- Crash Reduction Factors associated with different improvements; family testimonials about their experience getting to/from school
- Travel mode shift/feelings of agency

*Q17: Please identify a TDM activity that you feel is the most significant contributor to achieving VMT reduction and to addressing transportation barriers for communities of color, low-income communities or people with disabilities. & Q18: How have you assessed, or how would you assess, the impact of the activities listed above? In other words, how do you know the activity is effective? This could be based on observation, research, information from other programs, etc.*

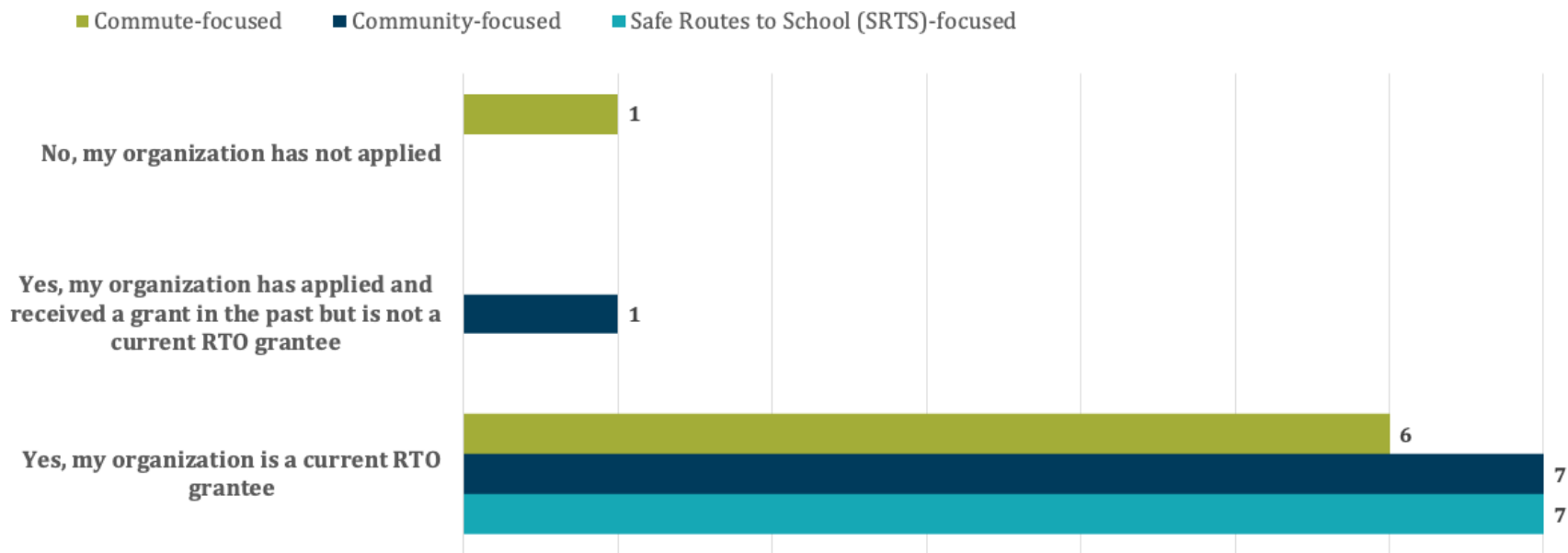
## Funding sources used for transportation options/TDM programs or services

(25 respondents)



Q19: Please select which of the following sources fund your transportation options/TDM programs or services? Select all that apply.

## Practitioners who have applied for RTO program grants in the past (24 responses)



Q21: The RTO program offers grants for TDM programs and projects. Have you applied for an RTO grant in the past?

## Practitioner thoughts on TDM in the region and how Metro's RTO program may better support their TDM efforts (14 responses)

***We're interested in a Countywide coordinator approach,** similar to our East County SRTS partnerships. I think it would bring more attention to the different TDM approaches and serve a broader area than just one City.*

*I recommend **working with the City Engineer to determine how best to coordinate TDM efforts with the upcoming update of the 2013 Oregon City Transportation System Plan.***

***Vanpool - have partners work together to find possible participants,** other than being dependent on worksites advertising and promoting the program.*

***I think RTO is doing great work, but I think some of this work is very much undercut by the RTP. There's way too much funding going to car infrastructure.***



## Practitioner thoughts on TDM in the region and how Metro's RTO program may better support their TDM efforts (14 responses)

*...I believe our TDM work can be most impactful when we are able to isolate an audience that is well positioned with good transit service and/or a robust bike network. We falter when we try to persuade individuals to make this choice in undesirable conditions. Through this lens we design programs that will show reductions in VMT. To address equity in our transportation landscape a set of different programs should be designed with goals around increasing access or boosting populations readiness for active modes. When one program tries to do both, I think it's hard to do either well.*

*...I'd like to see more marketing by Metro to the general public about biking and taking transit. I'm thinking billboards, bus ads, social media ads. It has to be framed in a positive way (not anti-driving) but how it benefits the individual: less stress, more exercise, time to read, better (and free bike) parking, things along those lines.*

*Thank you for taking input to improve our TDM work and to enhance the outcome of our activities in the region!*

## Practitioner thoughts on TDM in the region and how Metro's RTO program may better support their TDM efforts (14 responses)

***There is a lack of funding for the need of bike share memberships - incentives - addressing the excessive cost.*** From our programing, we can see that bike share unlocks e-bike interest, unlocks behavior change, unlocks interest in e-bike ownership or increased non-car usage to address climate change impacts. The best way to unlock access is to provide it, including education that addresses the safety and needs of the user.

***Expanding light rail operating hours would directly benefit the Port and PDX's operations*** and generally benefit other entities throughout the region.

*I look forward to seeing how efforts are implemented across demographics since what works for one group may not work for another. What works for most?*

***Explore new channels for reaching audiences with the Get There campaign.***

***Continue to collaborate and communicate with existing TDM orgs***



To: Grace Stainback and Noel Mickelberry, Oregon Metro

From: Anna Gore, Alta Planning and Design

Date: Thursday February 6, 2025

Re: Metro Regional TDM Strategy Needs Assessment Focus Group Summary

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## Needs Assessment: Focus Group Summary

### Overview

The Regional Transportation Options (RTO) program's 2019-2023 grant evaluation conducted in 2024 identified audiences associated with each of the RTO program areas that could be better served by the program. In January 2025 Metro engaged three of the audiences to inform the Needs Assessment phase of the Regional TDM Strategy project. Focus groups were held for the Commute and Community Program Areas, and an individual interview was conducted for the SRTS Program Area, as follows:

- **Commute Program Area:** Employee Transportation Coordinators at select employers, a higher education site and an area Chamber of Commerce representative
- **Community Program Area:** Affordable housing resident service providers
- **Safe Routes to School (SRTS) Program Area:** A Forest Grove School District PE teacher

The meeting goals varied slightly between the three sessions, with the common goals of:

- **Fostering a shared understanding** of TDM programs
- **Gaining direct input** on transportation challenges and needs
- **Identifying opportunities** for TDM programs to better serve the focus audience

This memo summarizes overarching findings across the three engagement activities, then documents distinct points related to the meeting goals for each of the three program areas.

### Overarching Findings

Challenges, needs, or opportunities expressed across RTO program areas include:

- Rewards, challenges and financial incentives are a large driver of program participation
- There is a need to revamp transit pass programs to meet current needs and opportunities, while transit pass access is heavily desired by residents and commute programs.
- Customizable resources and flexible offerings are keys to successful programs

- Employers expressed that flexibility in offerings is key, due to the unique needs and opportunities of work sites and work forces. This is particularly true post-pandemic, with hybrid in-office work schedules.
- Affordable housing service providers noted that site-specific information about transportation options would help them better support their residents, and that many residents would benefit from personalized trip planning.
- Consolidated information, with consistent updates and reminders to use them, would help to increase use of transportation options
  - Employers and affordable housing service providers expressed that they need to consistently send reminders of benefits or services to encourage their use
  - Affordable housing service providers and Forest Grove educators lack consolidated information about what is available, both in terms of transportation options service providers and the services themselves.
- Parking policy and availability of free parking impacts transportation options use
- Free parking is a universal challenge to building demand and use of travel options and supportive programming.
- Transportation options education and travel training can help to build confidence and overcome barriers in transportation options use

## **Service Area-Specific Findings**

The sections below document points made by participants in response to questions about transportation options challenges or needs, followed by a list of opportunities or potential program strategies to address the challenges or needs.

### ***Community Focus Group***

There is an overarching need for RTO to increase engagement and provision of services amongst affordable housing providers, and for community destinations in general. Broadly speaking, the challenges, needs and opportunities were related to program delivery and transportation options access, with some points being outside the scope of the RTO program.

#### **Challenges**

- Bikes being stolen from bike rooms at affordable housing sites
- Location and road accessibility of major services affordable housing residents use
- Concern that transportation initiatives at affordable housing may face barriers (like theft of bikes, etc.) and then discontinued.
- E-bike libraries that were well used in the beginning, but have dropped off
- Supporting affordable housing residents' travel to priority destinations including doctor's appointments, hospitals, groceries, food pantry, work, school
- Affordable housing resident confidence in using transit

- For affordable housing residents, driving to destinations is often quickest, but there are many barriers including cost of driving, lack of parking for personal vehicles, not having a driver's license
- Lack of safe routes to transit for affordable housing residents
- Last mile connections and transportation options for short trips for affordable housing residents

### **Needs**

- Consistent nudges to remind affordable housing residents of offerings
- Programming focused on "hot spot" community destinations
- A suite of standard resources and services (in coordination with partners)
- Personalized trip planning for affordable housing residents
- Consolidated information about all transportation options for affordable housing residents
- Travel options education and training for affordable housing residents (travel training), including tech literacy needed to access trip planning software and/or access to paper materials for those without access to a computer or phone.
- Transportation options for affordable housing residents to access activities and learning-based opportunities (as opposed to just emergencies)
- Transit pass program designed for affordable housing residents

### **Opportunity or potential program strategy**

- Mobile services that come to residents (food delivery, DHS, etc.)
- Offer RTO programming tailored for affordable housing sites in a way that provides ongoing support to navigate issues as they arise
- Programming and services that support affordable housing residents in accessing major community destinations
- Master list of services and contacts for affordable housing residents
- Opportunity for RTO to facilitate direct partnerships or services between sites and partners that offer personalized trip planning services
- Develop and distribute travel options resource handout customized for the location of affordable housing sites
- Coordinated transit rides (e.g., travel training or transit buddy program)
- Opportunity to create a positive association with getting out and about, potentially through Ride Connection programming that caters to this (i.e., Riders Club)
- Shared vehicle program for affordable housing sites (e.g., community van program, carshare with other nonprofits)
- Consider programming that focuses on safe routes to transit
- E-bike lending library for affordable housing residents
- Financial incentives are largest driver of participation in transit programs

## *Commute Focus Group*

Broadly speaking, key points were related to data collection and reporting, policies, program delivery, shifting travel patterns, unique factors related to audiences or geographies, and transportation options access and coordination.

### **Challenges**

- TriMet Pass Program currently puts administrative burden on employers; doesn't adequately serve employees of all types (students, hybrid workers, day-passes for site staff) enough to justify the cost
- Personal safety concerns are a barrier to transit ridership\*
- Businesses are reporting data in different ways, or have a lack of data (e.g., administrative staff, worksite vendors/contractors not included; not required to capture that data by ECO)
  - Due to the lack of coordination of data collection, there is limited use of data and understanding of long-term success of program efforts\*
- Poor transit service in some locations
- Free parking, which is a universal challenge to building demand and use of travel options and supportive programming.
- Not being able to charge for parking because of parking impact on surrounding neighborhoods
- Running a carpool or vanpool program that is successful due to larger infrastructure or policy issues
  - There was enthusiasm for shuttles/vanpool/carpooling from the group, however due to barriers (including a lack of dedicated lanes or the abundance of free parking), there is not a clear path for success of these programs.
- ERH programs are under-used or, in the case of college students, greatly overused, and come with significant administrative burden (if not using Lyft ERH service)
- The number of five-day-a-week commuters is increasing
- Transit use drop since COVID (e.g., Adidas, University of Oregon, Nike; in the case of Nike, ECO-survey documented direct replacement of transit trips with SOV trips)
- Poor last mile connections in some locations

### **Needs**

- Better suite of subsidized transit pass programs, with more options, less administrative burdens, and adapted for current flexible work schedules (e.g., pay what you use type of program)\*
- Consistent with evaluation, standardization of data collection and data sharing to identify areas for growth and promote programs with decision-makers
- Data on how adopting transit pass programs impacts employee transit commute rates. This data exists, but is not readily available for partners to access/use.
- Clarity on whether commute competitions result in new and long-term mode shift
- Carpool programming support
- Frequent communication of complete and consolidated list of commute benefit programming that employers may employ
- Universal and easy to use platform for ERH (Lyft better than TriMet because of ride options, ease of use)
- Employees need consistent reminders of benefits and nudges to use them\*

- Data on commuters' perception of returning to the office, to add to anecdotal understanding that employees value flexibility

#### **Opportunity or potential program strategy**

- Improvements to flexibility (and reduced admin burden) of TriMet's program offerings could increase access and use for small and large businesses
- Standardization and central collection and analysis of surveying may increase use of data, ease administration burdens, and encourage more frequent surveying and surveying by organizations outside of state requirements
- Improve coordination/standardization of employer data efforts across agencies as a large, needed inter-agency effort (Metro has this data but it has been challenging to work with)
- Opportunity to use focused survey efforts to better understand the long-term impacts of TDM strategies (and competitions/challenges are currently a substantial part of RTO programming)
- Include questions about commuters' perceptions in employee surveys (e.g., is flexibility to allow employees to work from home needed to support employees return to office). This is an opportunity for employers to consider, and not recommended to be centered in this Strategy.
- Commuters are not satisfied with their commutes. Work with employers to offer new benefit programs and communication as part of RTO (return to office) efforts
- Financial incentives, challenges and rewards are successful in driving participation in programs and potential mode shift
- Provide parking best-practices based on type of location to better support TDM uptake and reduce impact on surrounding area and neighbors. Support employers in customizing program efforts for their work site and workforce
- Standardizing and/or broaden use of ERH to build on anecdotal reporting on increased employee's confidence using travel options
- Adjust programming to support employers and commuters as they return to the office fulltime

*An asterisk (\*) indicates points that were also identified in one of the two needs assessment research memos.*

### ***Safe Routes to School Interview***

There is an overarching opportunity for Metro RTO to build up an SRTS program in Forest Grove, where a gap was identified during the 2019-2023 RTO grant program evaluation. Broadly speaking, points made during the conversation were related to program delivery, unique factors related to the audience or geography, and transportation options access and coordination.

#### **Challenges**

- Difficulty in connecting with the city for support
- Lack of educator awareness of existing SRTS resources in the region
- Knowing how many volunteers are needed and where to station them for bike buses
- Kids in Forest Grove not knowing how to ride bikes

- Forest Grove teachers feeling hesitant to include learn to ride in their curriculum for kindergarteners due to knowledge gap in bike education
- Concerns about destinations and safe neighborhood routes to ride pedal bikes at some schools (Cornelius Elementary)
- Some locations more suitable than others for bike buses (e.g., presence of calmer neighborhood streets)

### **Needs**

- Need to connect Forest Grove to the wealth of regional and state SRTS resources
- Strong volunteer infrastructure is needed to develop and sustain SRTS programming
- Route planning assistance for bike buses in Forest Grove

### **Opportunity or potential program strategy**

- Provide support in building a base of involved participants (esp. volunteers), which is often an essential component of successful SRTS programs
- Provide coordinated support throughout the district for volunteers and educators looking to implement SRTS activities
- Expand on Joseph Gale Elementary's program that teaches students how to ride a bike to other Forest Grove schools.
- Potential partnership between Harvey Clarke & Joseph Gale to share resources between PE teachers. Start small with pedestrian education and scooters, before moving to learn-to-ride and full bike fleets that require more riding space.
- Connect Forest Grove educators and advocates with bicycle and pedestrian education training sessions



# Meeting minutes



**Metro**

600 NE Grand Ave.  
Portland, OR 97232-2736

Meeting: Regional TDM Strategy Technical Work Group Meeting #1  
Date/time: March 13<sup>th</sup>, 2025  
Location: Metro Regional Center  
Attendees: Technical Work Group roster attached

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**These meeting minutes capture sticky note input on the Regional TDM Needs Assessment Key Themes. They are listed in order of priority by the Technical Work Group (priority dots):**

## **Theme: Expand Financial Incentives & Access to Transit Pass Programs**

Priority dots: 13

### **Opportunities:**

- Really like uncoupling transit pass programs from employers, or expanding to multifamily housing (+2)
- People should be able to present their SNAP card and automatically get low-income fare pass. Work with TriMet to reduce barriers
- Opportunity right now to encourage the legislature to include YouthPass funding into current transportation bill
- We need similar programs to PBOT (like transportation wallet) extended beyond Portland boundaries – especially East Multnomah County (Gresham, Fairview, Wood Village, Troutdale)
- Expand transportation wallets for use beyond Portland city boundary. Consider how we provide these wallets to low-income communities by partnering with affordable housing developments, SNAP, etc.
- Explore ways for distribution of incentives and transportation passes, prepaid card to unlock various transportation services
- Working with TriMet on more commuter pass options - especially to address hybrid work.
- Leverage DEQ ECO program to incentivize employer participation in transit programs

## **Theme: Enhance regional TDM coordination & resources**

Priority dots: 10

### **Opportunities:**

- Ongoing TDM Working Group (coordination and adaptation)
- Regional meetings w/ TDM coordinators invited
- Provide a centralized website that provides access to information and resources – then promote to local jurisdictions and large housing developments & businesses
- Host website with visual or list of TDM providers – who provides what and where
- Reduce duplicative and overlapping TDM work – especially so everyday users aren't bombarded. Metro could host/coordinate the menu
- Ongoing coordination with TDM practitioners around the region to see what is working, what's not, lessons learned, etc.
- More formal clarity on roles and responsibilities between Metro, local jurisdictions, and transportation service providers to better coordinate on TDM programs.

**Theme: Expand and optimize funding for regional TDM programs**Priority dots: 9

Opportunities:

- Pilots to secure new \$\$
- 'Roadmaps' to leverage funding
- Sustained funding support/investment (+1)
- Coordinated program and pilots across the region so we can tailor programs and pilots to specific areas, cities, and communities.

**Theme: Improve TDM performance measures**Priority dots: 8

Opportunities:

- Elevating and prioritizing methods to determine mode shifts broadly
- Pilots for better data collection
- Identify and utilize existing data collection and sources
- Account for work that reduces barriers to access
- Performance measures for VMT reduction/mode split and community impact
- Mixed-methods approach (qualitative and quantitative) to help tell the story of TDM
- Measurement(s)/metrics should help reporting of implementation of Metro Climate Smart Strategy and Oregon Transportation Planning Rule (TPR)
- Clearly define the outcomes desired and align the output measures needed to achieve them.

**Theme: Address Safety & Security Concerns in the Public Realm**Priority dots: 8

Opportunities:

- BIPOC communities in East Multnomah County express safety concerns for walking, biking & transit (+1)
- Address public perception issue through campaigns and education (+1)
- Address TDM options for culturally specific programs for older adults/people with disabilities – un-silo
- Better user info on transit predictability
- Community safety plans for hazardous hot spots
- Broaden to address concerns about data and tracking
- Evaluate some of the existing transit/streetcar ambassador programs (+1)
- Campaigns for drivers to be bike-aware
- Shift social norms of understanding of actions to advance community safety campaigns
- Incorporate Portland's Beyond Traffic Safety work
- Support more walking/rolling groups to provide opportunities for community members to use alternative transportation modes and learn how to travel new ways comfortably in groups.

**Theme: Adapt TDM Strategies to Evolving travel patterns**Priority dots: 3

Opportunities:

- Multnomah County's work shuttles have been very successful to warehouse jobs
- Work with venues like Edgefield, Pendarvis Farms, Clark County Amphitheater – on edges of region to get people there without cars

- Leverage increased return to office as an opportunity for re-engagement with employers/commuters
- Expand/take advantage/partner with regional transportation private providers (include Enterprise vanpool/Amtrak/Flixbus on lists of resources)
- Off-peak (aka eves/weekends) incentive programs
- Mode shift opportunities at major destinations (airport/train station/concerts & events) +1
- Columbia Gorge scenic area/Multnomah Falls – major congestion issues
- More pilots (especially in areas with infrequent or no transit service) to bring car share to locations across the region.

**Theme: Strengthen Equitable and Effective TDM Program Delivery**

Priority dots: 3

Opportunities:

- Extremely important for Metro to lead given current political climate (build trust and social cohesion)
- Adapt TDM strategies to fit demographics, modal options, culture and environment throughout the region
- Access to information about transportation modes - address language barriers to access
- Addressing safety along high crash corridor neighborhoods and expanding financial incentives and transit passes will go a long way to address equity & effectiveness
- Critical role of trust & community engagement
- Co-creation of programs and campaigns by culturally specific organizations and members of the community.

Question:

- How does this connect with workplace programs? What job-types would be included?

**Theme: Align TDM Efforts with Complementary Transportation Strategies**

Priority dots: 2

Opportunities:

- Share lots of examples for complementary strategies to inspire ideas
- Emerging technology coordination
- Expand to think about aligning TDM efforts with housing/TOD & land-use
- Think about how we consider and leverage new transportation technologies. Think about how we integrate work with other programs like Safe Routes to School.
- Acknowledge that for some local jurisdictions their local definitions of TDM do include complementary strategies like pricing, development review, parking management, etc.

**Theme: Advance and strengthen new and existing TDM policies**

Priority dots: 0

Opportunities:

- A regional Commute Trip Reduction rule would be fantastic (+1!) (DEQ's ECO rule exists as the current CTR)
- Resources to support integration of TDM in local TSPs and housing strategies to support RTP and TPR implementation
- Incentivize!

**BIKE RACK:**

- I recognize that this is outside of the purview of this work right now, but it is so tightly related: where housing is built and where jobs are incentivized is so critical. We'll never make progress until fewer people live far from their daily needs
- Effective & live communication of service changes and alerts with users (to build reliance and trust)
- AI & Technology – new tools and opportunities
- A unified regional TDM communications strategy?

# Meeting minutes



**Metro**

600 NE Grand Ave.  
Portland, OR 97232-2736

Meeting: Regional TDM Strategy Technical Work Group Meeting #2  
Date/time: May 22<sup>nd</sup>, 2025  
Location: Virtual  
Attendees: Technical Work Group members (roster attached)

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## Confirming Vision, Values, Goals

- **Vision** from the RTP
- **Values** from RTO staff workshop – any missing?
- **Goals** aimed at TDM's role in achieving RTP Vision (climate friendly travel options and equitable communities)
- No TWG comments/questions during the meeting; thumbs up reactions all around

## Discussion: Feedback on Strategic Priority Areas

- Questions on proposed priority areas?
  - Sarah Iannarone: Curious why it's bike programs and not a broader micromobility/multimodality for things like scooters, e-bike, etc. Doesn't want to take out bike though. Suggests referring back to definitions in HB3626:  
<https://olis.oregonlegislature.gov/liz/2025R1/Measures/Overview/HB3626>
    - Andrea Pastor speaks to the need for learn to ride around more than just bikes – electric scooters & other micromobility as well
      - Sarah I: This is programming The Street Trust does through their ride2own program
    - Tiffany Gehrke: Sees a need for education on the various micromobility options out there such as cargo bikes, etc. including testimonials from folks who have shifted modes as well as cost savings comparison to SOV
      - +1 from Anthony De Simone and Hope Estes
  - Liz Hormann: Highlights the need to pair available modes with incentive programs
    - Noel: Mode availability likely falls in complementary programs but agree they are critical to the success of incentive programs
    - Mary: Also highlights travel options counseling as critical piece of this
    - Jeff: Highlights Liz's point that a variety of modes are simply not available in large portions of the region. Would like to see language be more inclusive of this (Jeff plans to follow up via email)
      - Kelsey Lewis & Liz agree

- Are there missing priorities you feel like should be reflected?
  - Jeff Pazdalski: Asks about partnership building (mostly with employers) – something to make sure is reflected within activities
  - Mary Rosenthal: Where do we see the resource connecting work?
    - Noel (Metro): Maybe it's TDM Policy, Planning & Partnership...
  - Kim Ellis: Where does TOD fit in?
    - Noel (Metro): Highlights TOD in Place-based Program activity
  - Mary asks if community-based trips (or space for supporting this type of travel) is included within an activity?
    - Noel (Metro): Could be in the 'community-identified' activity or place-based activity
  - Anthony: I am not sure whether this fits better in the "Place-Based Category" or this "Micromobility" category, but I haven't seen a regional wayfinding program in this set of programs and I think that'd be a big opportunity
    - Noel: Does TDM support this, or is it part of capital projects? We need to determine where wayfinding lives in this plan.



**Metro**

600 NE Grand Ave.  
Portland, OR 97232-2736

# Meeting minutes

Meeting: Regional TDM Strategy Technical Work Group Meeting #3  
Date/time: August 27<sup>th</sup>, 2025  
Location: Virtual  
Attendees: Technical Work Group members (roster attached)

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## Initiatives & Roles feedback

- Technical Work Group asked to provide feedback on spreadsheet of draft strategic priority areas and initiatives sent in advance of the meeting.
- Anna R: Possible to extend the deadline due to the holiday?
  - o Noel: Yes! By next Friday (9/5) would be good.
- Sarah I.: What is the easiest way to give comments? Miro or Excel?
  - o Grace: Either one; to their preference.
- Jeff P: Some initiatives didn't have a "lead" listed; If there's no "lead" who is in charge? (e.g., financial incentive programs)
  - o Noel: agrees there may be value in assigning a lead for tracking even if the initiative is collaborative in nature
- Kelsey L: All good with someone assigning them something; it's helpful to put it out there / tell them who is in charge. They can tell you if that doesn't work, but it'll help with workload and work planning

## Questions

- Sarah I.: When we think about this from the RTP lens; are we going to have RTO investments go toward the RTP.
  - o Kim: Within the RTP we are tracking the type of investments; new TDM Policies adopted in 2023, this strategy is implementing them; There may be some cycling back to the RTP and the Climate Smart strategy.
  - o Right now, the RTP assessment is about how we are investing rather than delivering specific outcomes.
- Sarah I. : want to make sure that the data we are collecting speaks to broader funding especially as sources don't value the priorities set in the Climate Smart strategy and Equity-focused priorities.

**Miro board exercise:** The remaining notes are pulled from the online Miro board that TWG used during small group breakouts by program area to discuss program outcomes

**Community Program Area:****Draft outcomes & input**

- TDM programs advance universal basic mobility for all residents
  - Suggest remove "basic". Helps support the idea that mobility is complex. there are health considerations, school, moving locations, etc.
  - Metro: too jargony?
  - Too buzz wordy - reframe to universal access to transportation and be more inclusive to other TDM strategies
  - How can we measure the success of the Mobility for Health program? How do we measure success of existing benefits people are receiving?
    - Big focus for TOD as well
  - Access to existing benefits
- Major destinations and trip generating venues offer a clearly defined suite of TDM programs to reduce vehicle trips and increase access
  - Is there a way to develop a "base-level" program that would be more tangible to share with these major destinations
  - Find ways to suggest and demonstrate ways major destinations can financially support TDM programs
  - How to measure:
    - Transit data at stops near the major destination
- TDM programs create inclusive and welcoming spaces, removing barriers to participation
  - Getting transit screens in the lobbies of buildings
    - Helps remove barriers by showing convenient options for transit
  - Health benefit lens?
    - Ride Connection has Ambassador Program to help people feel more comfortable taking transit
    - More fun, casual environment to build awareness and participation in taking transit
  - Specific program led by cultural groups
    - High schooler transportation ambassador
  - Provide accessible communications in multiple languages and formats
  - How to measure:
    - Successfully planned and orchestrated trips - tracking number of trips and individuals

**SRTS Program Area:****Draft outcomes & input**

- Comprehensive SRTS education is integrated into every school.



- Education could include educating parents about physical safety / safe routes to/from specific schools
- Consider that working with schools is challenging; maybe focus on families
- Consider policy elements
- Consider focusing on families & siblings too
- What do we consider "comprehensive" education?
- add some specificity about whether this is education/ information for parents and/ or integrating bike, ped education in schools?
- Support for highlighting safer routes
- Principle-permissible activities vary; consider steps to achieve "every student" reach
- SRTS programs directly support student active travel to school.
  - Consider physical infrastructure / safety
  - physical safety is a common barrier; consider route continuity
  - Sorry if this is a silly question - but isn't this what SRTS is? Or are you seeing cases where this isn't the case and thus this is necessary to state?
  - What does it mean to "directly support" - ?
  - How can programmatic improvements lead to infrastructure improvements?
- Every student has access to the resources needed to walk, roll and bus to school.
  - What does access mean?
  - Define resources
  - Define resources and who has control of ensuring students have those resources
  - Outcome could be better coordination and communication; reduce redundancy

### **Commute Program Area**

#### **Draft outcomes and input**

- All commuting workers and college students have a base-level\* commute benefit program available to them.
  - Clarifying what removing barriers mean in relation to base level of program benefit
  - what kind of base level commute benefit could still work for shift workers outside of transit service (hours or range)
  - Clarify what the base level of commute means (e.g., access to pass program, other mobility programs)
  - Does "base-level" mean something different depending on size of employer, location of office/ school/ workplace, and other factors that impact what is actually available for people to get to their location?
  - Getting a better handle on what is currently being offered by employers and does this meet baseline? And how can these employers be advocates for others to adopt similar practices?

- engaging with potential providers on what is easier to provide people
- first outcome is ambitious, may want to have interim goals to help meet the vision of serving everyone
- How to measure:
  - How many programs are reaching folks in specific locations or industries
  - What are other ways to get data besides employee surveys? Hop Card data? Reviewing survey best practices?
  - number of people currently receiving a commute benefit
  - ambitious goal, and need ways to measure progress toward goal (10-year plan)
  - May want to track use as well as availability
- Commute programs increase access to financial incentives that reduce single-occupancy vehicle trips.
  - A barrier I have heard is that the transit pass programs haven't really evolved much and are complex for employers (especially smaller ones) - so curious about an action that focuses on that and not necessarily on employers?
  - This one can possibly be tied to the first outcome and measures, if financial incentives are part of a base-level commute benefit program
  - Outreach to TriMet and other transportation service providers about opportunities for them to help meet this outcome
- Commute programs remove barriers for workers who must travel to a work-site, with a focus on shift workers and other non-traditional work schedules.
  - The focus on “shift and non-traditional workers” seems like it might meet the goal of giving transportation options to people who don’t have them, but might shrink our target population significantly, meaning is this the biggest bang for the buck? I know this group is often the most marginalized b/c transit service is reduced at these times, so I’m guessing this is why they were identified specifically?
  - Prioritize programing that's not work from home folks
  - Shift workers may have unique barriers to commuting such as no transit service
  - Provide accessible outreach materials/communications in multiple languages
  - Consider pilot projects to explore and demonstrate new tools; and report on progress made
  - Engage with orgs like the Columbia Corridor association
  - How to measure:
    - Consider goals/metrics based on size of employer
    - # of new / useful services are fostered/established to serve shift workers
    - Need something beyond ECO data

Metro Regional Travel Options (RTO) Program

# 10-year Travel Options Survey

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**Survey Open** September 18th– October 17th, 2025

**Complete Responses** 413

Prepared by:



## **How to read this summary**

This slide deck summarizes the quantitative and qualitative data from the Metro RTO Program 10-year Travel Options Survey. The survey received 413 complete responses while it was open between September 18<sup>th</sup> through October 17<sup>th</sup>, 2025.

The summary mirrors the same structure and sequencing as how the survey was organized with slide titles referencing original survey questions.

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[Section 4: Trips to K-12 Schools](#)

[Section 5: Getting Where You Need to Go](#)

[Section 6: Recreational Trips](#)

## Key Findings

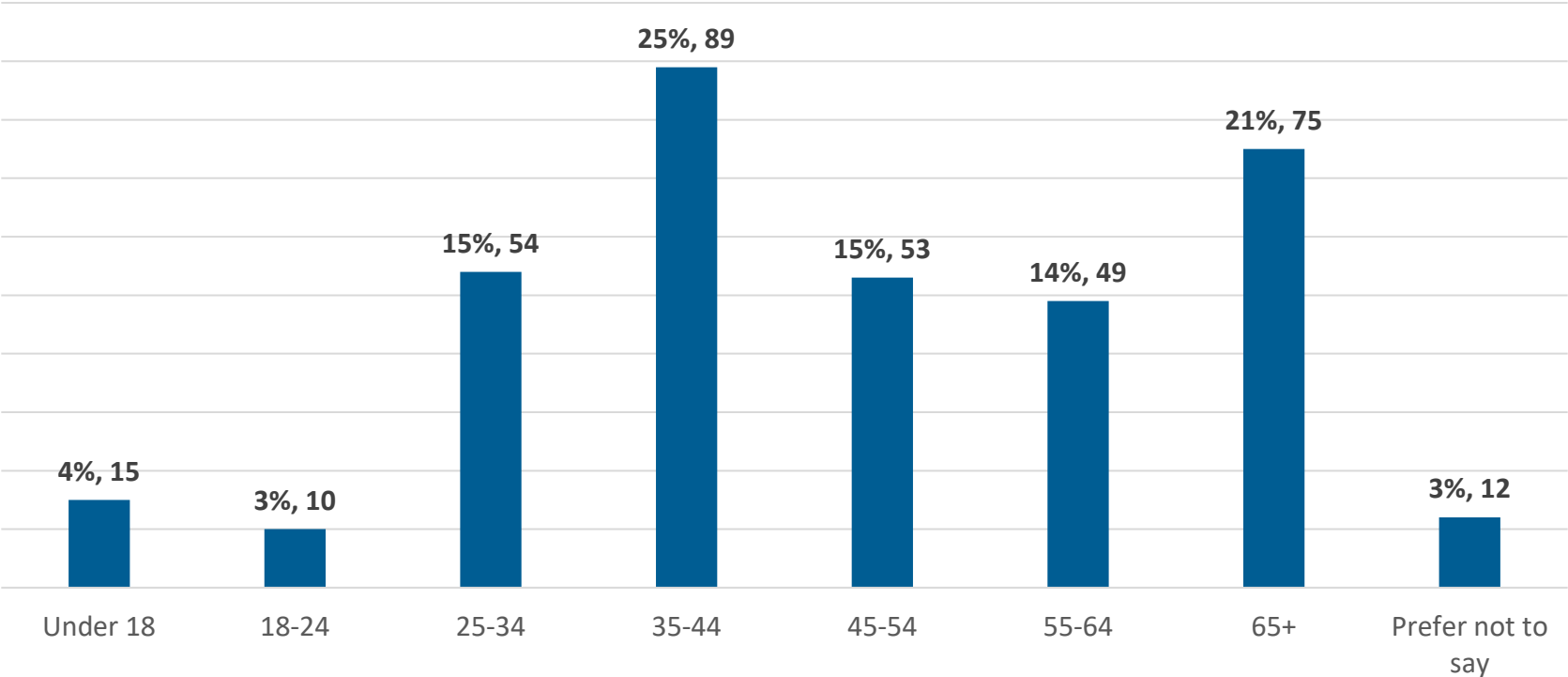
The received 413 complete responses while it was open between September 18<sup>th</sup> through October 17<sup>th</sup> 2025.

- Cash incentives for carpooling, biking or walking and free/reduced transit passes were the most popular TDM programs among respondents who **commute** to work or higher education.
- Crossing guards at dangerous intersections, regularly scheduled adult-led walking/biking groups and free transit passes for students were important to respondents with **K-12 students** in their household.
- Event tickets that include transit/bike-share fare and secure bike parking were elevated as helpful for **recreational trips**.
- For **essential trips** (grocery, healthcare, airport, etc.), TDM strategies were less compelling. Respondents shared that faster and more reliable transit, safer streets for walking and biking, and more options like bike-share would help them to choose travel options on trips for essential needs.

# **Survey Results**

Please select your age range.

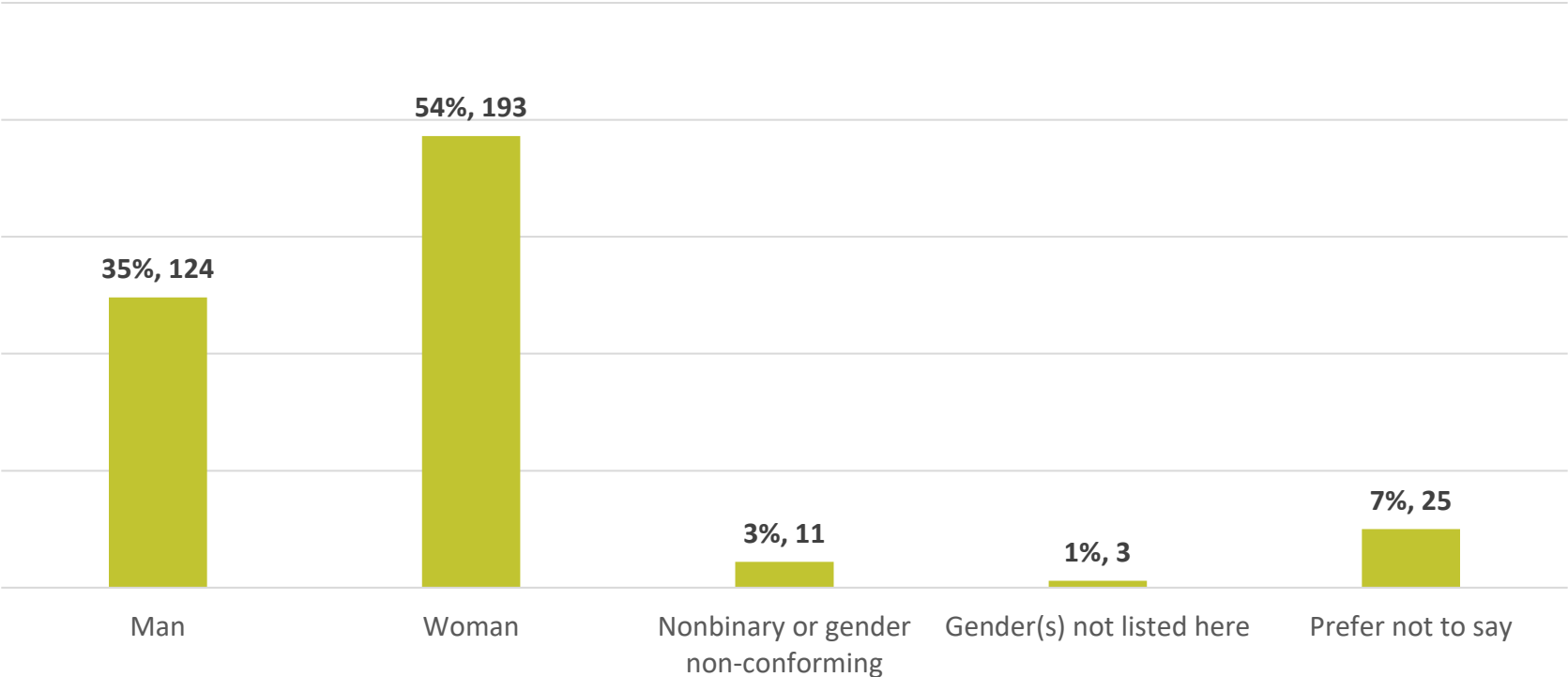
(357 responses)





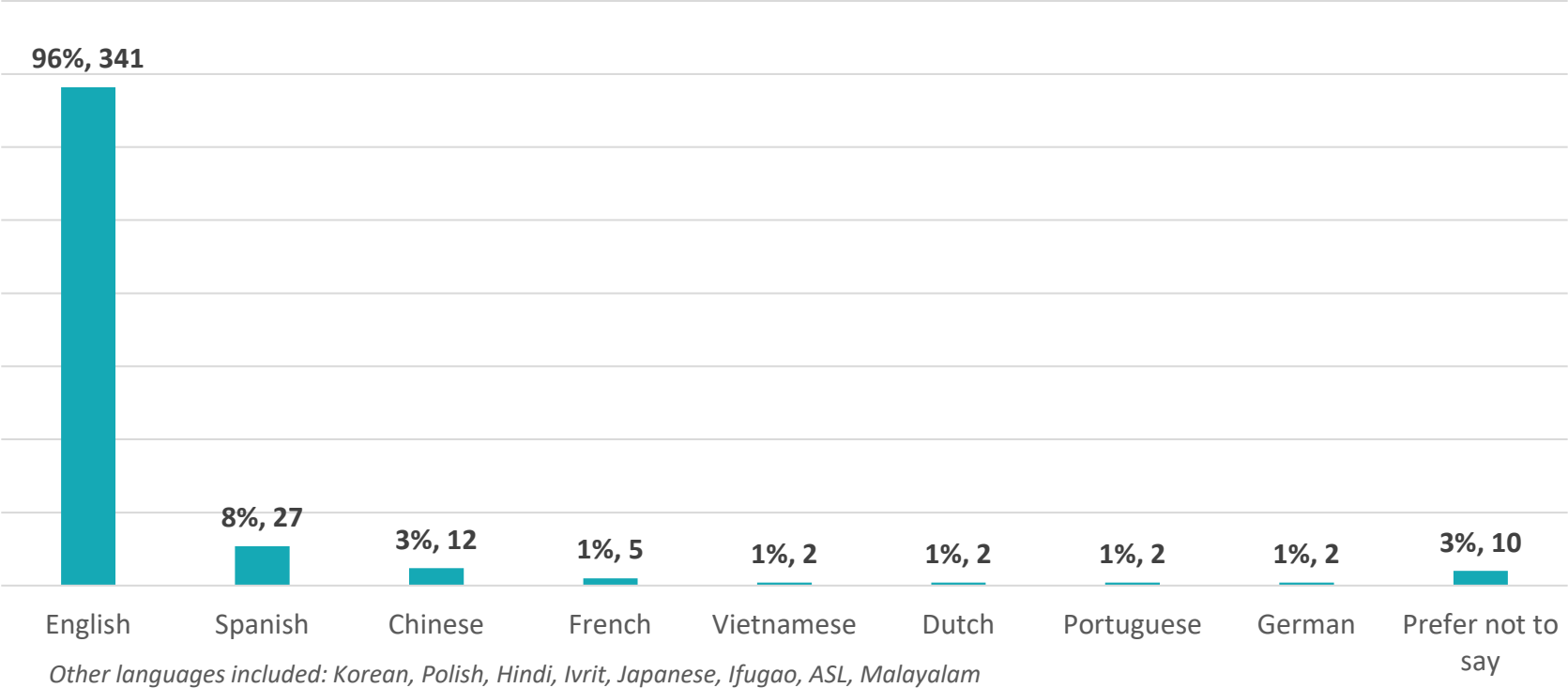
# What is your gender identity?

(356 responses)



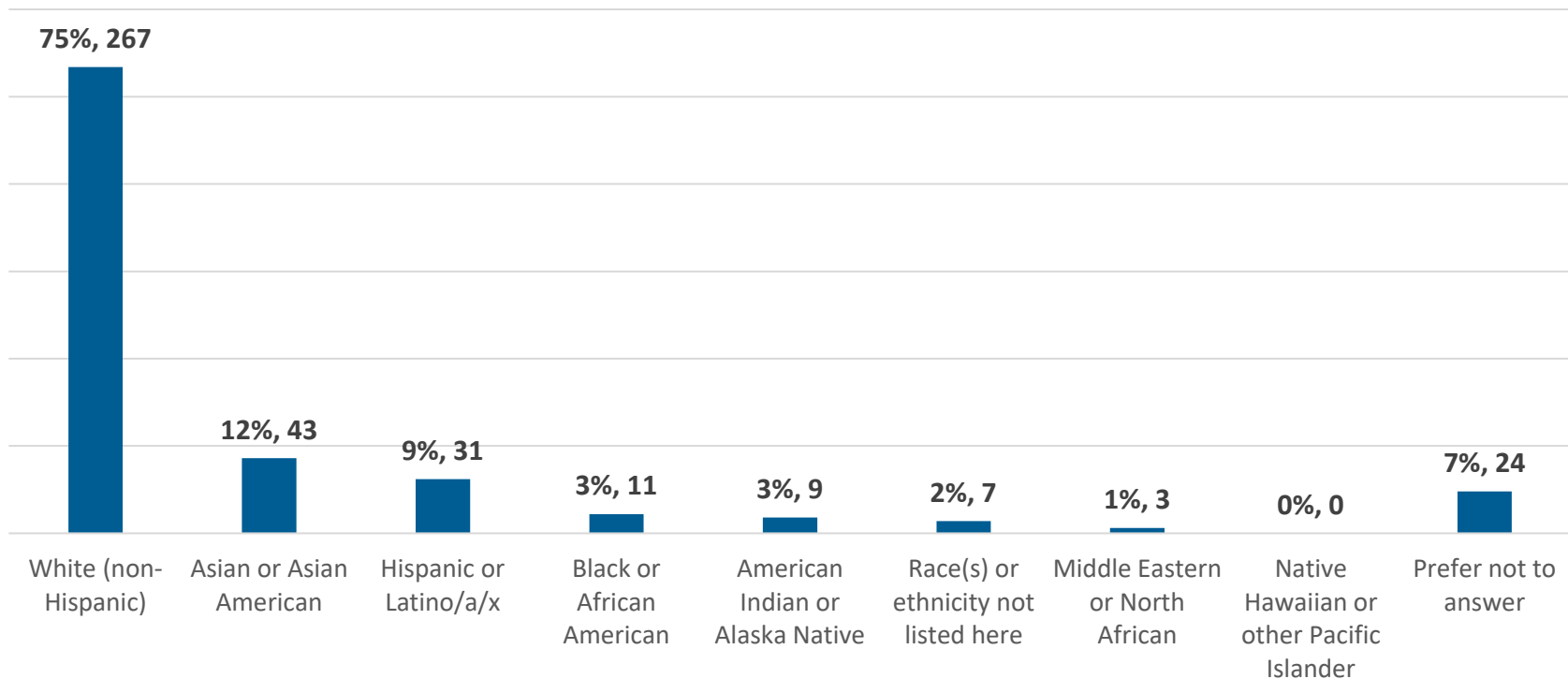
What are the primary languages that you speak? Check all that apply.

(356 people responded, 403 selections made)



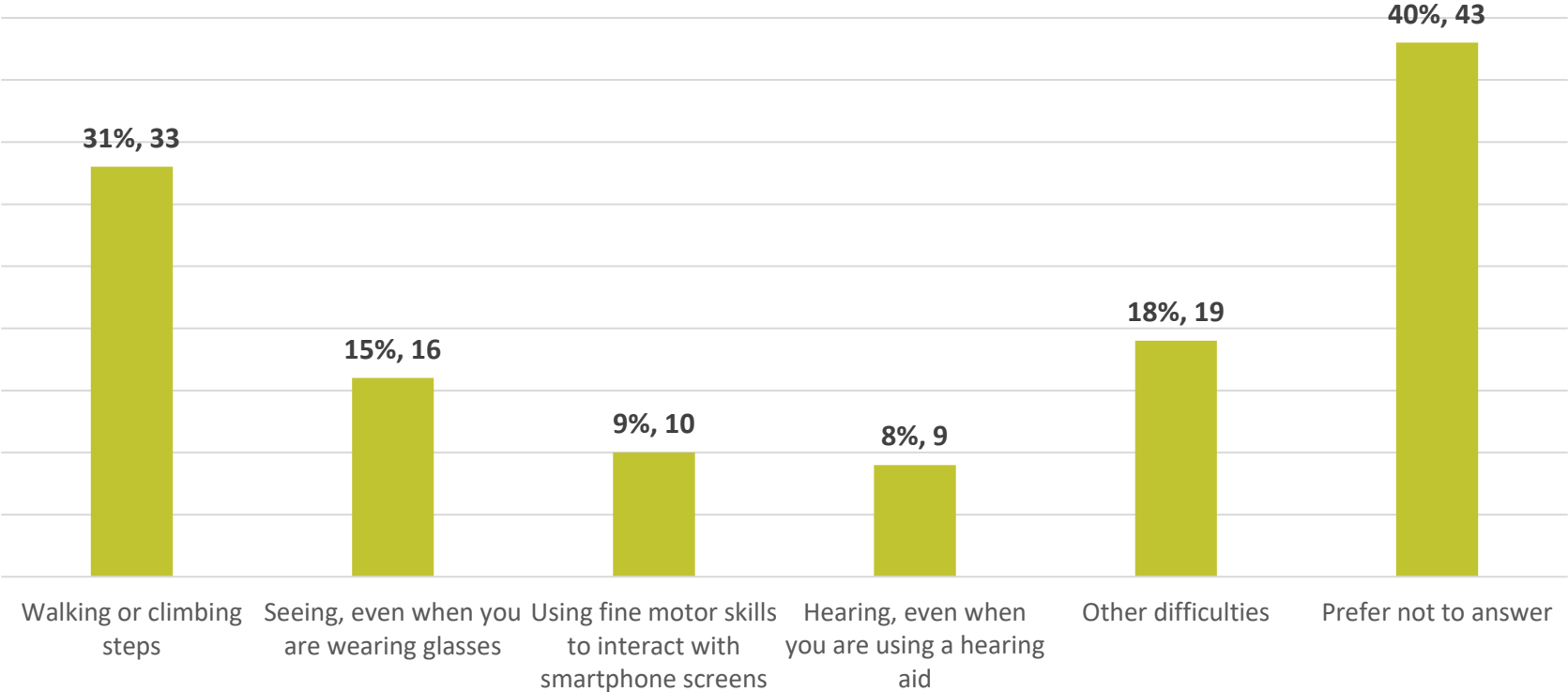
## What best describes your race or ethnicity? Check all that apply.

(355 people responded, 395 selections made)

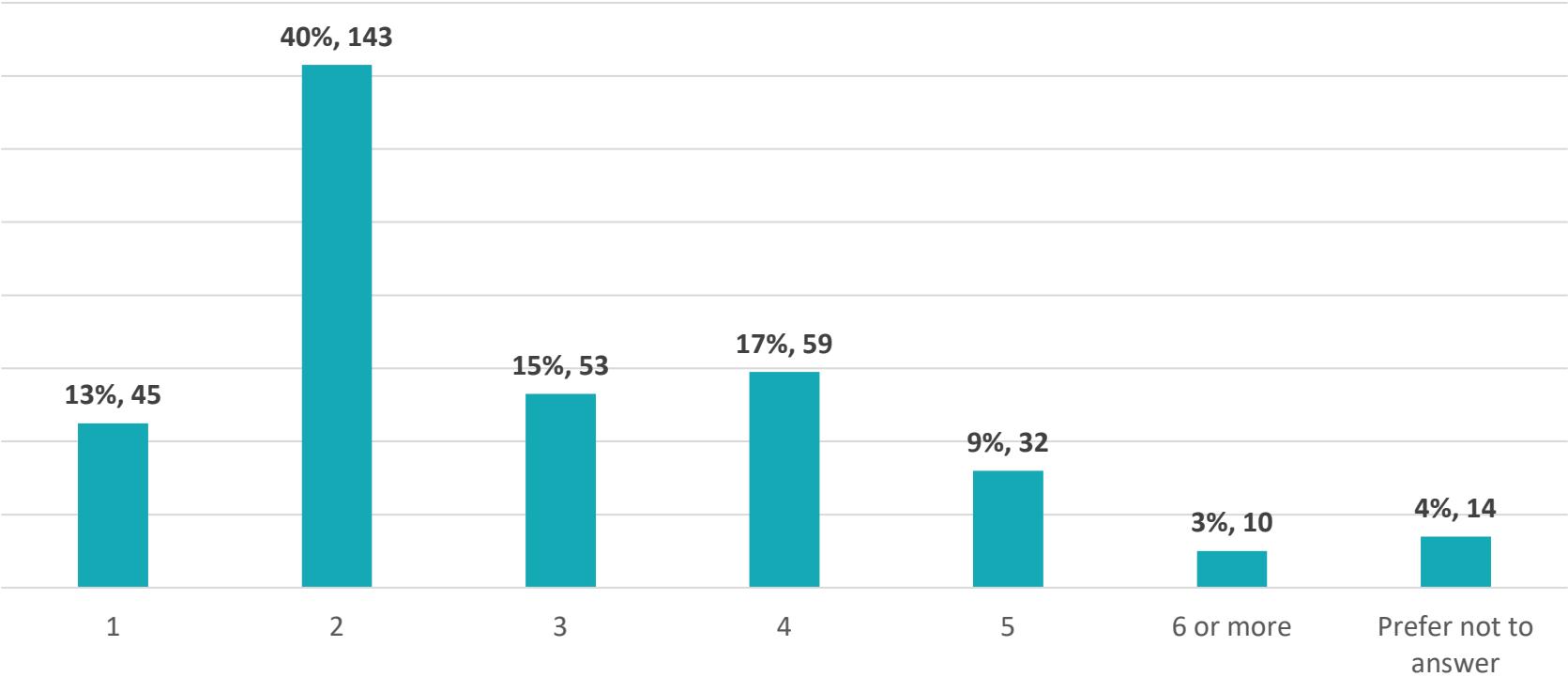


**Do you have difficulty doing any of the following activities? Check all that apply.**

(108 people responded, 130 selections made)

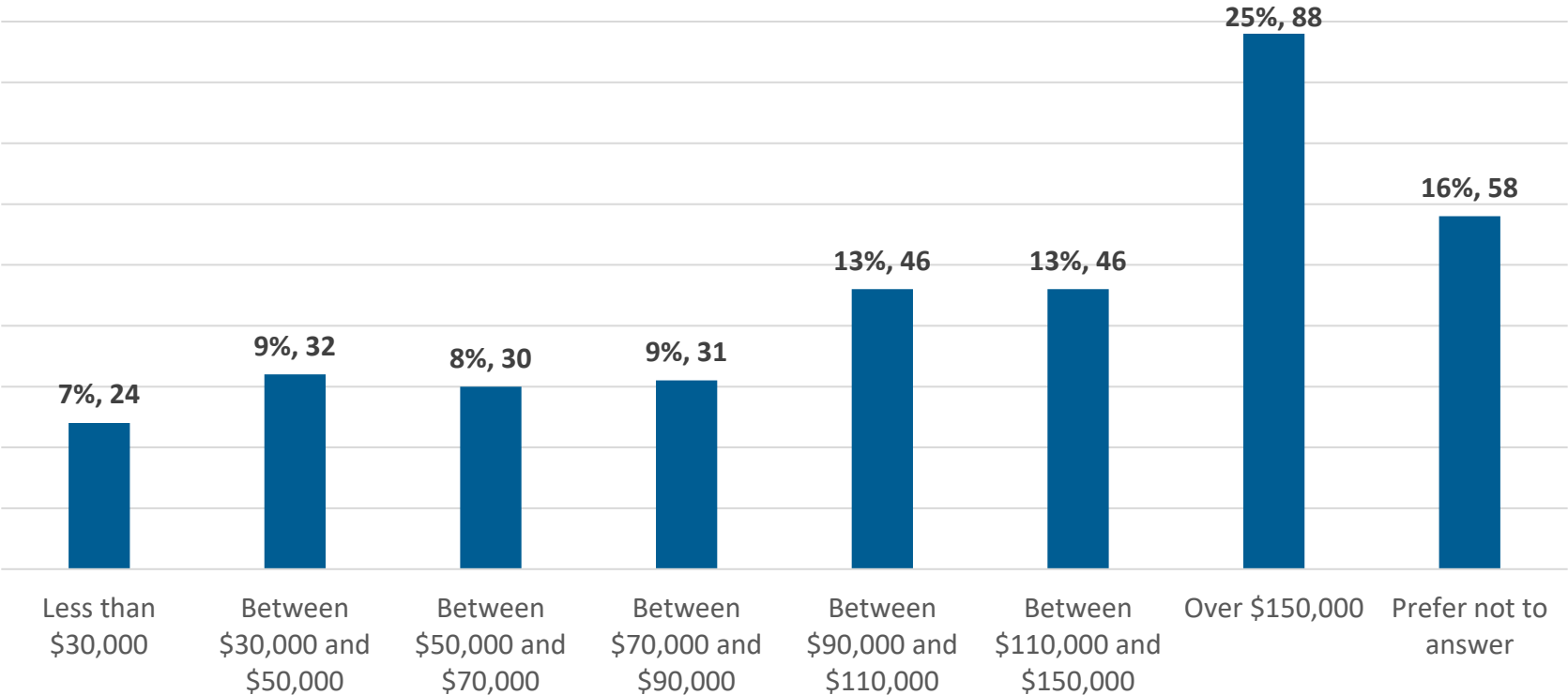


**Including yourself, how many people live in your household?**  
(356 responses)



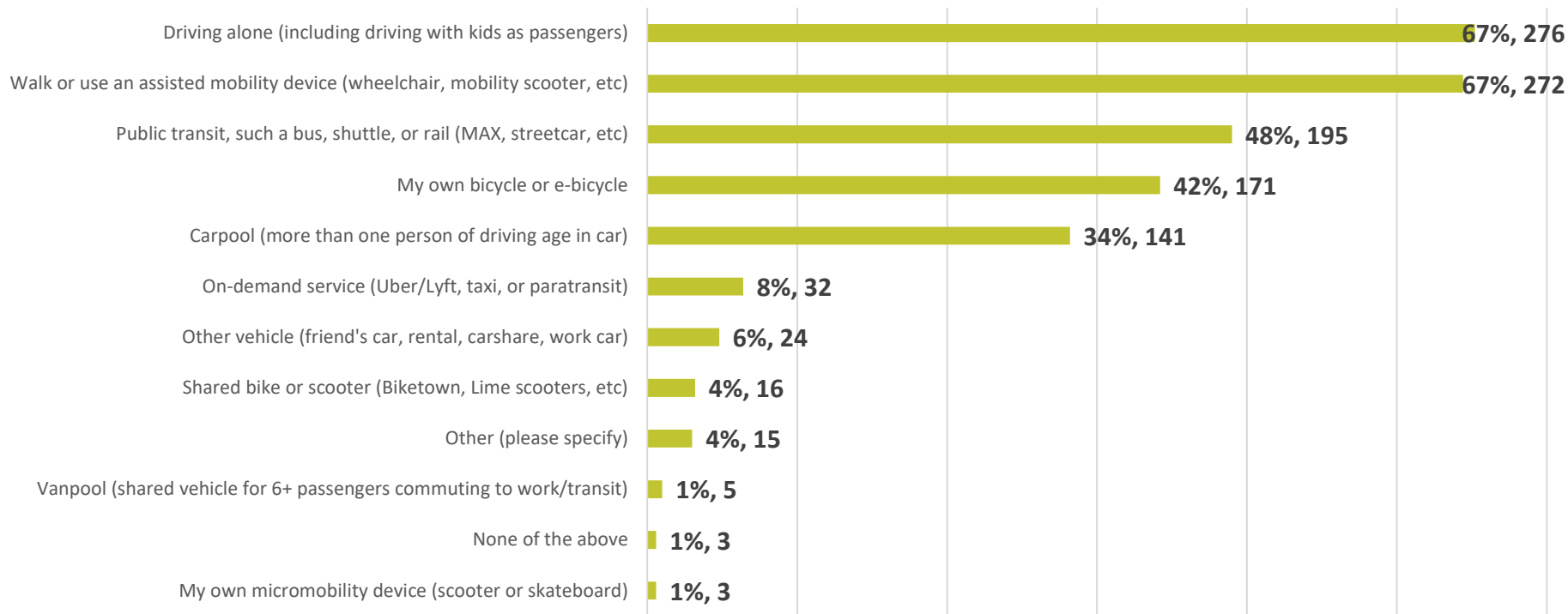
# What was your total household income before taxes in 2023?

(355 responses)



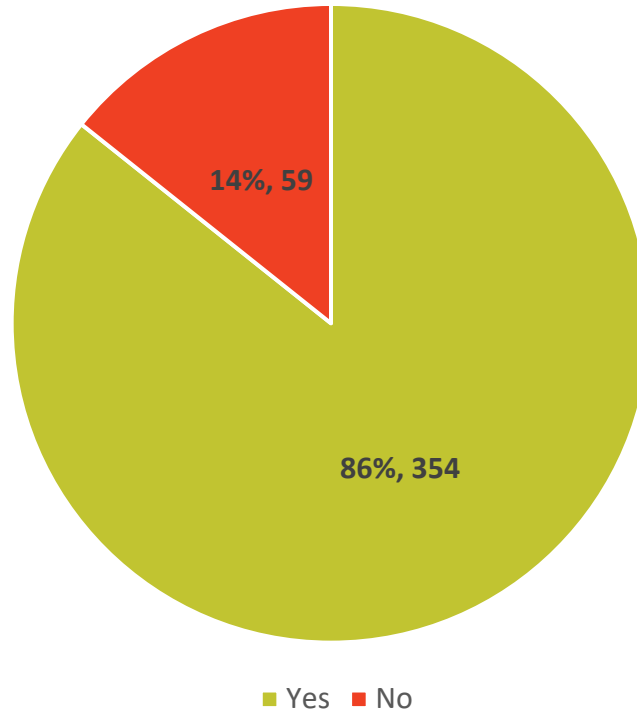
## Select the three modes of transportation that you used the most in the last month:

(409 people responded, 1153 selections made)



## Do you use mobile apps for planning your travel options?

(413 responses)

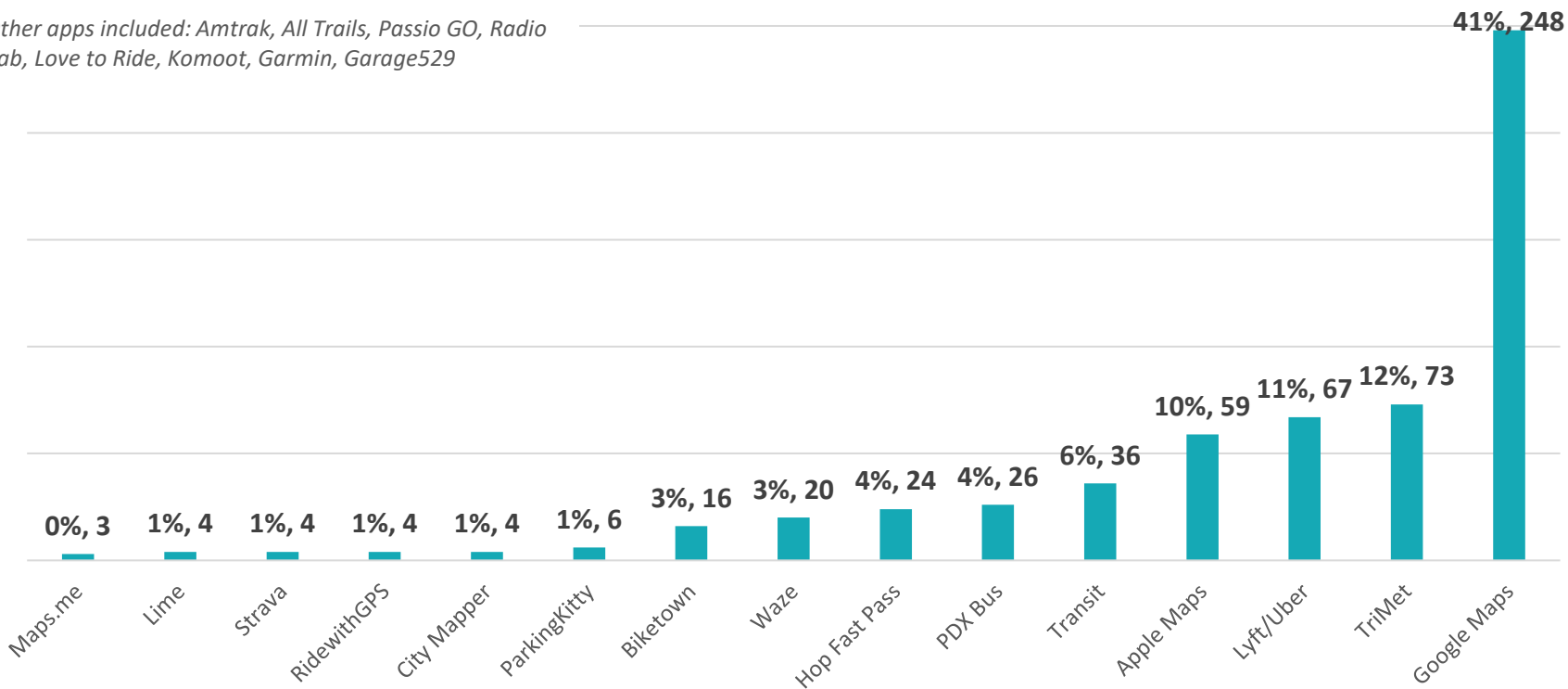




## Which mobile apps do you use?

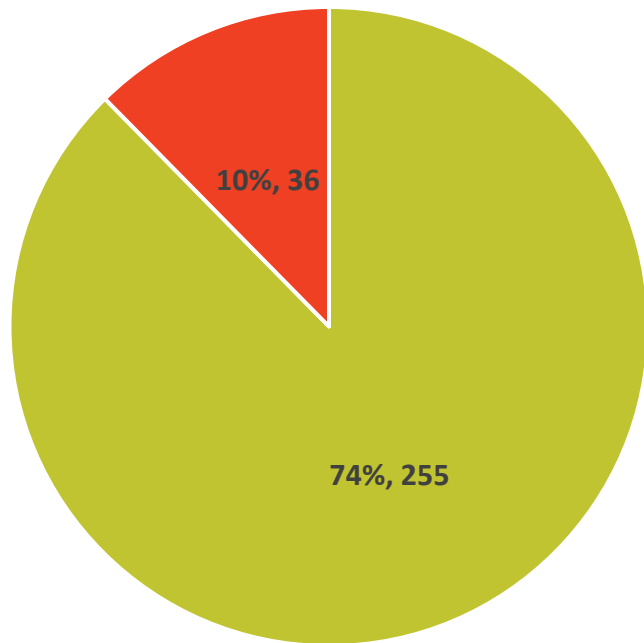
(335 responses)

*Other apps included: Amtrak, All Trails, Passio GO, Radio Cab, Love to Ride, Komoot, Garmin, Garage529*



## Do the apps you use work well across different transportation modes?

(345 responses)



■ Yes ■ No

### Write-in Option

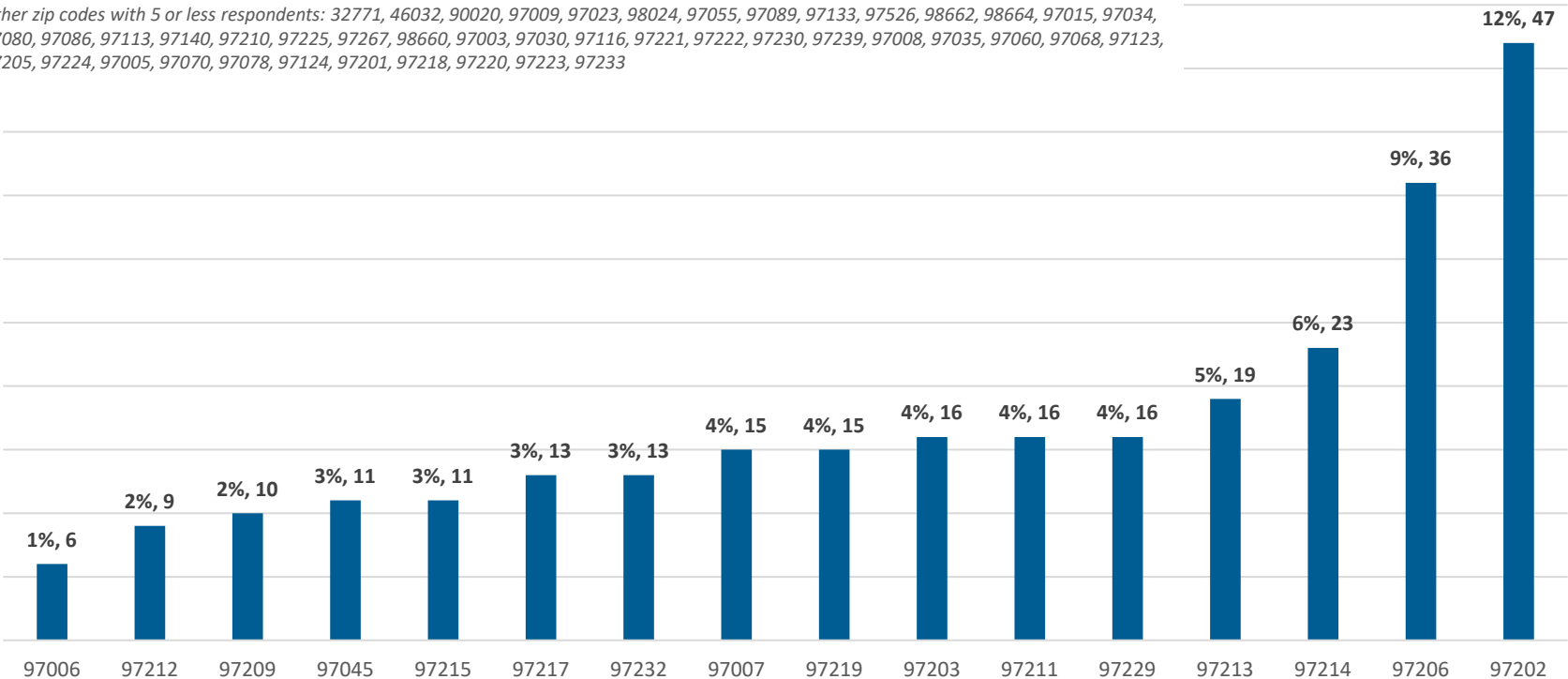
(54 responses, 16%)

- Google and Apple Maps are good for driving but are criticized for biking directions
- Transit apps have mixed results but are functional
- TriMet tends to be more reliable than Google Maps
- Many respondents use specific apps for specific modes
- Walking or biking directions don't take into account the safest or most comfortable routes

# What zip code do you live in?

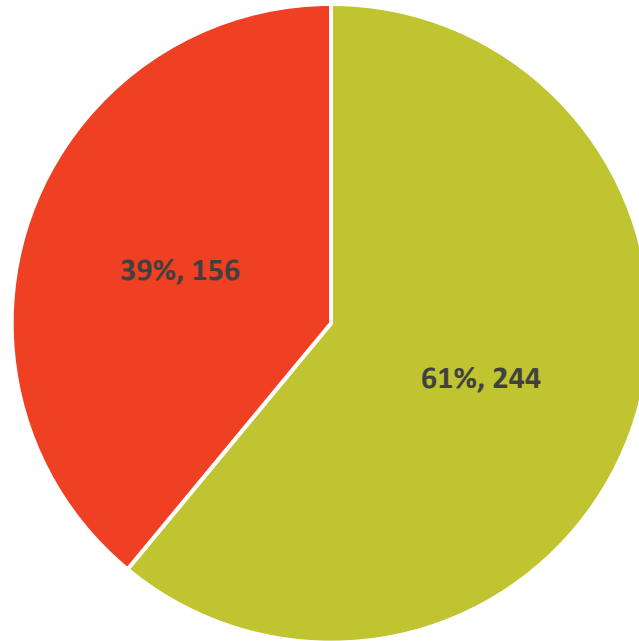
(405 responses)

Other zip codes with 5 or less respondents: 32771, 46032, 90020, 97009, 97023, 98024, 97055, 97089, 97133, 97526, 98662, 98664, 97015, 97034, 97080, 97086, 97113, 97140, 97210, 97225, 97267, 98660, 97003, 97030, 97116, 97221, 97222, 97230, 97239, 97008, 97035, 97060, 97068, 97123, 97205, 97224, 97005, 97070, 97078, 97124, 97201, 97218, 97220, 97223, 97233



## Do you commute to a work or college site outside of your home?

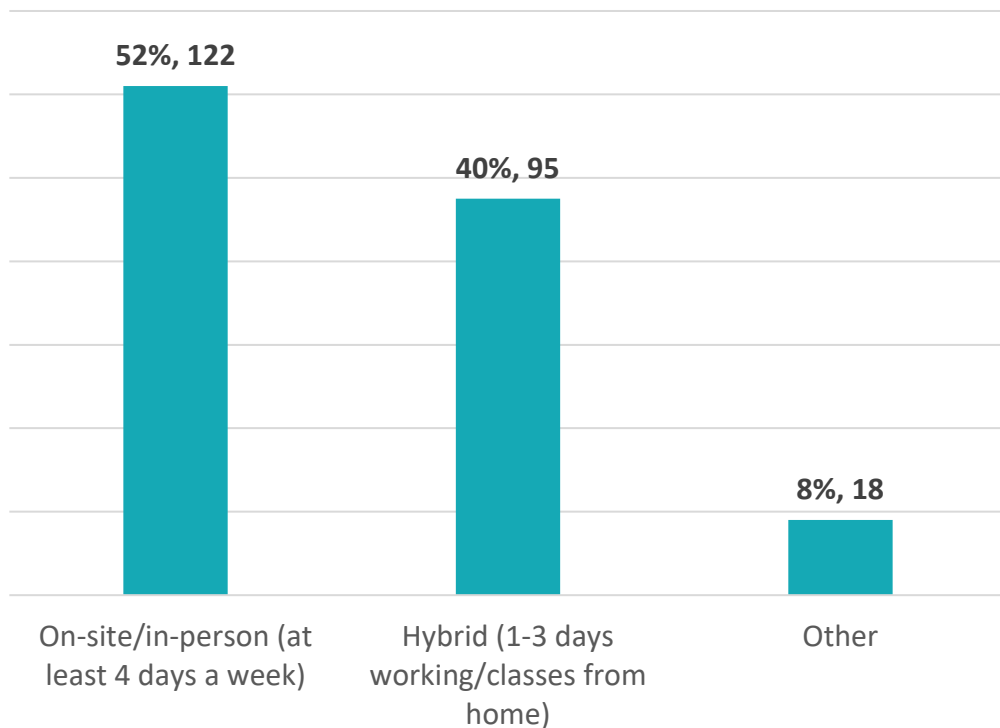
(400 responses)



■ Yes ■ No

## Are you required to work/attend college in-person or do you have a hybrid schedule?

(235 responses)

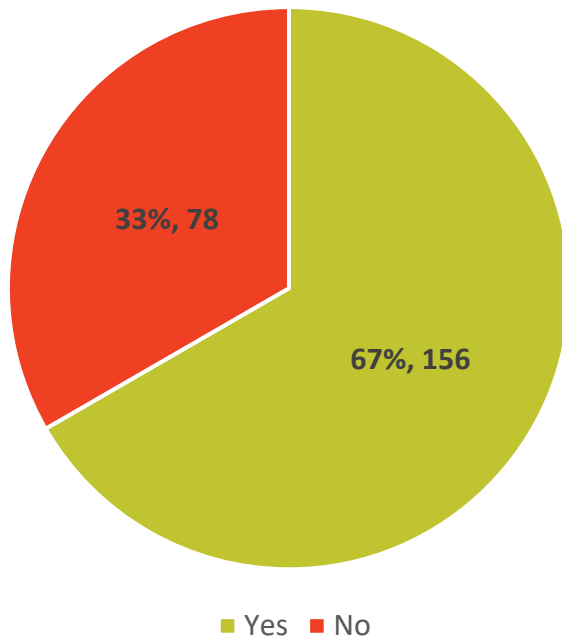


### Other

- On-site as needed
- On-site/in-person a few days a month
- Soon will be required to return to office
- Flexible on number of days in office
- Depends on volunteer work

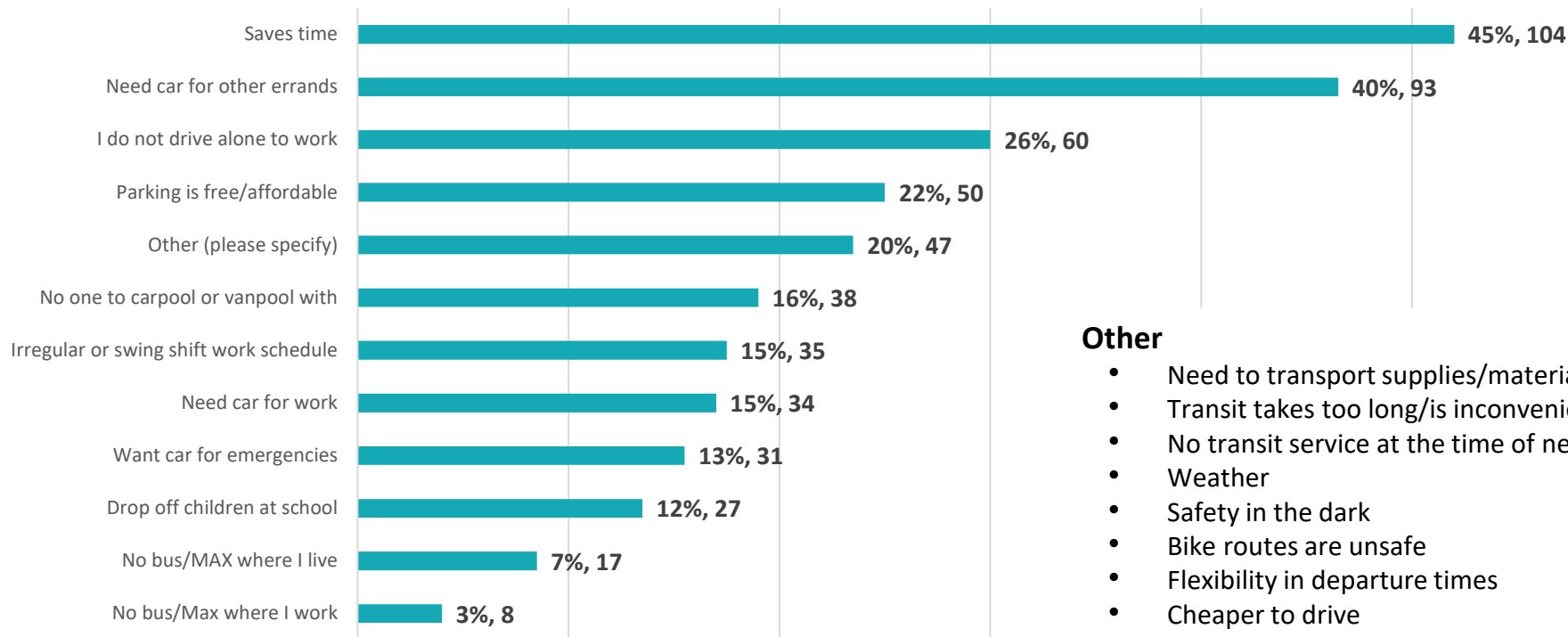
## Did the distance, availability of reliable transportation options, or availability of a hybrid schedule play a role in your decision about your job or college?

(234 responses)



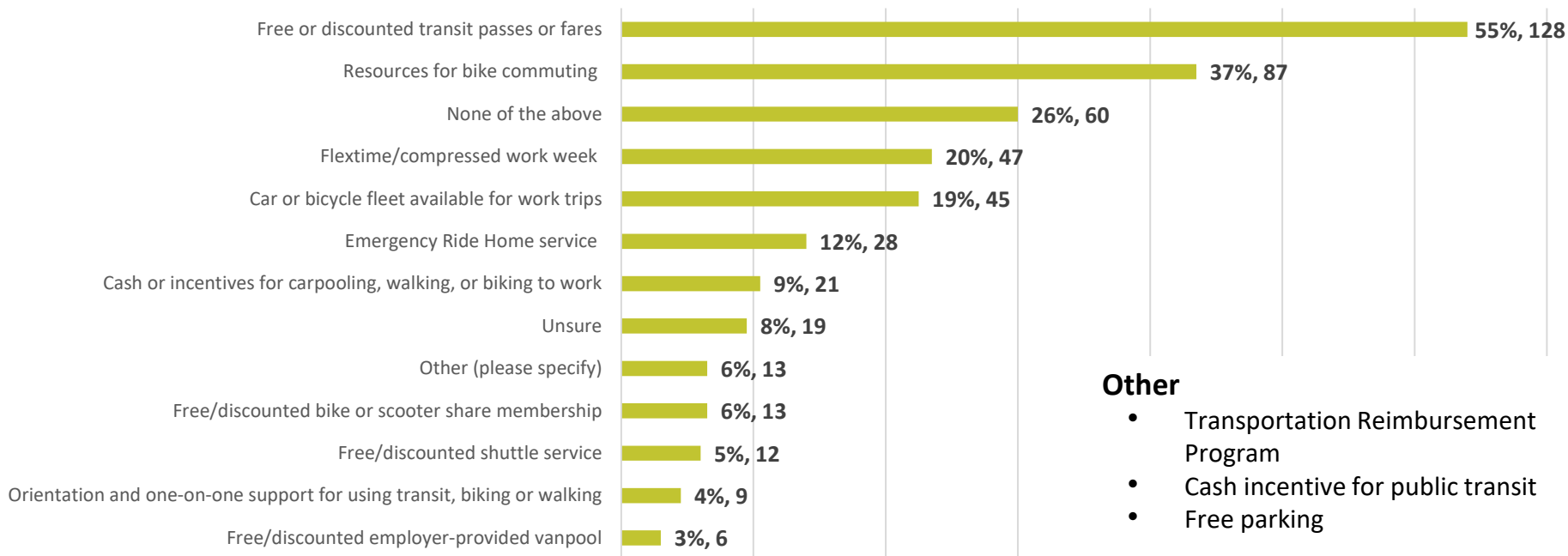
## If/when you drive alone to work/college, what are the reasons? Select all that apply.

(232 people responded, 544 selections made)



## How does your workplace or college support the use of active and shared transportation? Select all that apply.

(234 people responded, 488 selections made)



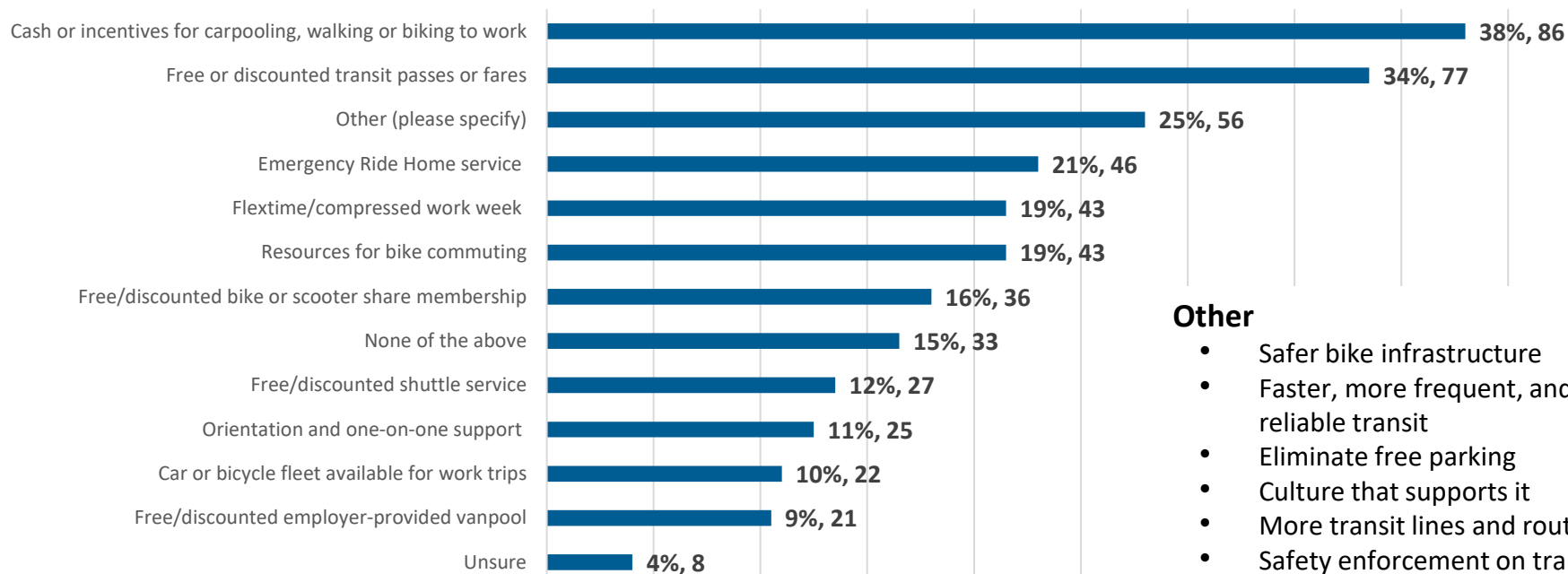


# TRIPS TO WORK/COLLEGE

Metro RTO Program Survey Summary

## Which of these options would make it easier to drive alone to work less? Select all that apply.

(224 people responded, 523 selections made)



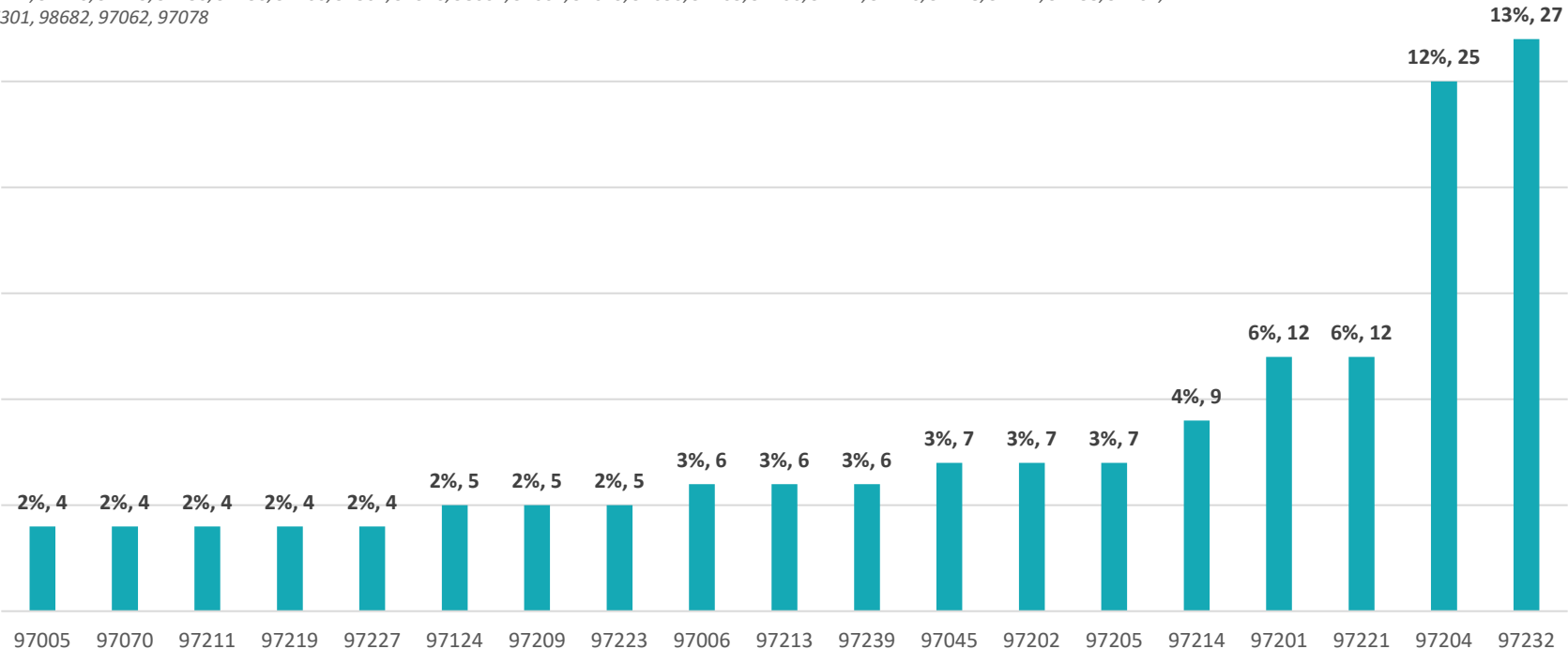
### Other

- Safer bike infrastructure
- Faster, more frequent, and more reliable transit
- Eliminate free parking
- Culture that supports it
- More transit lines and routes
- Safety enforcement on transit

# What is the zip code of the location where you work or attend college?

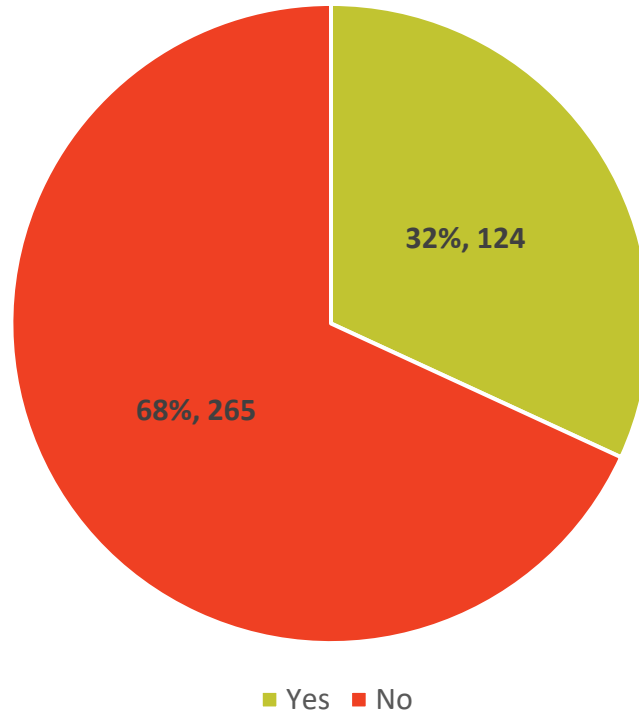
(221 responses)

Other zip codes with 3 or less respondents: 32769, 90020, 94143, 97003, 97008, 97023, 97068, 97076, 97080, 97086, 97116, 97123, 97210, 97215, 97217, 97220, 97225, 97230, 97236, 97266, 97304, 97526, 98607, 97007, 97015, 97030, 97203, 97206, 97212, 97216, 97218, 97224, 97233, 97267, 97301, 98682, 97062, 97078



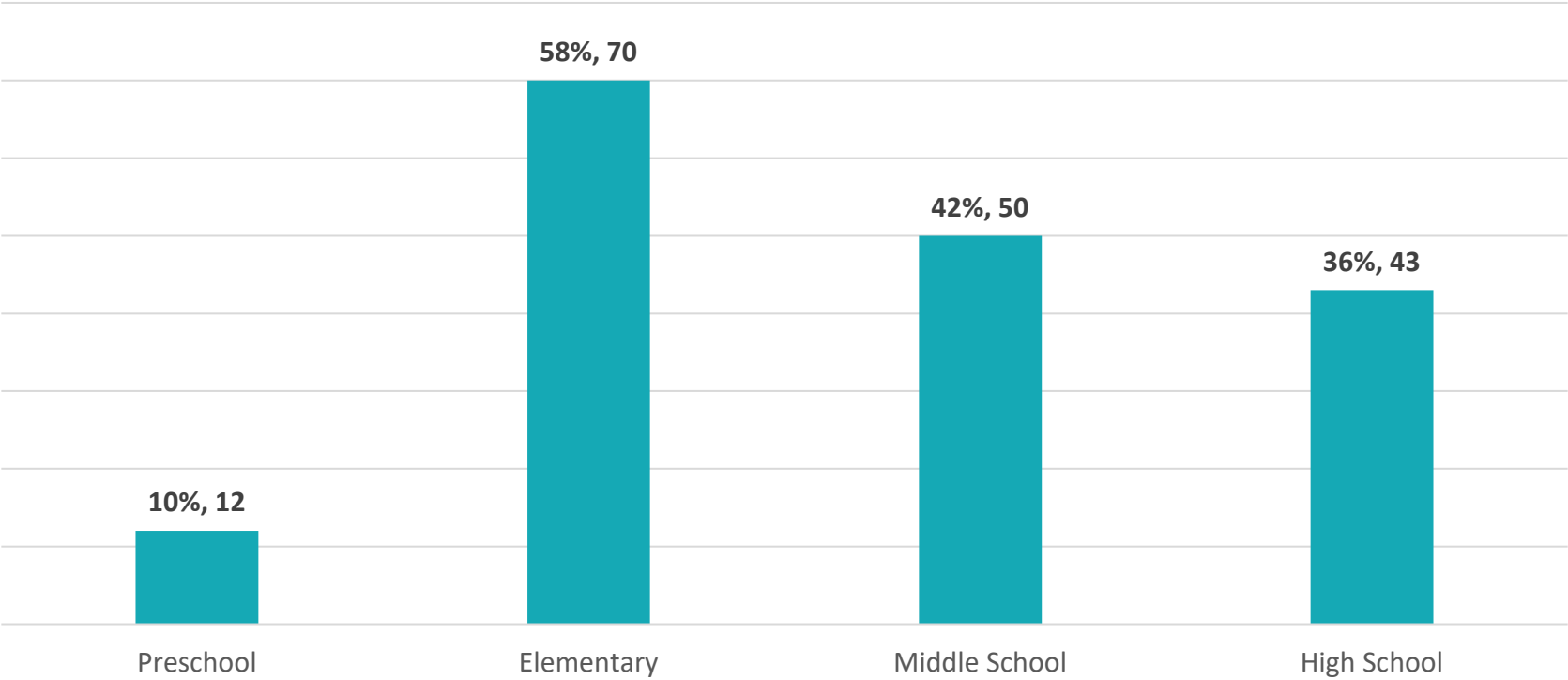
## Do you have K-12 children in your household who travel to school?

(389 responses)



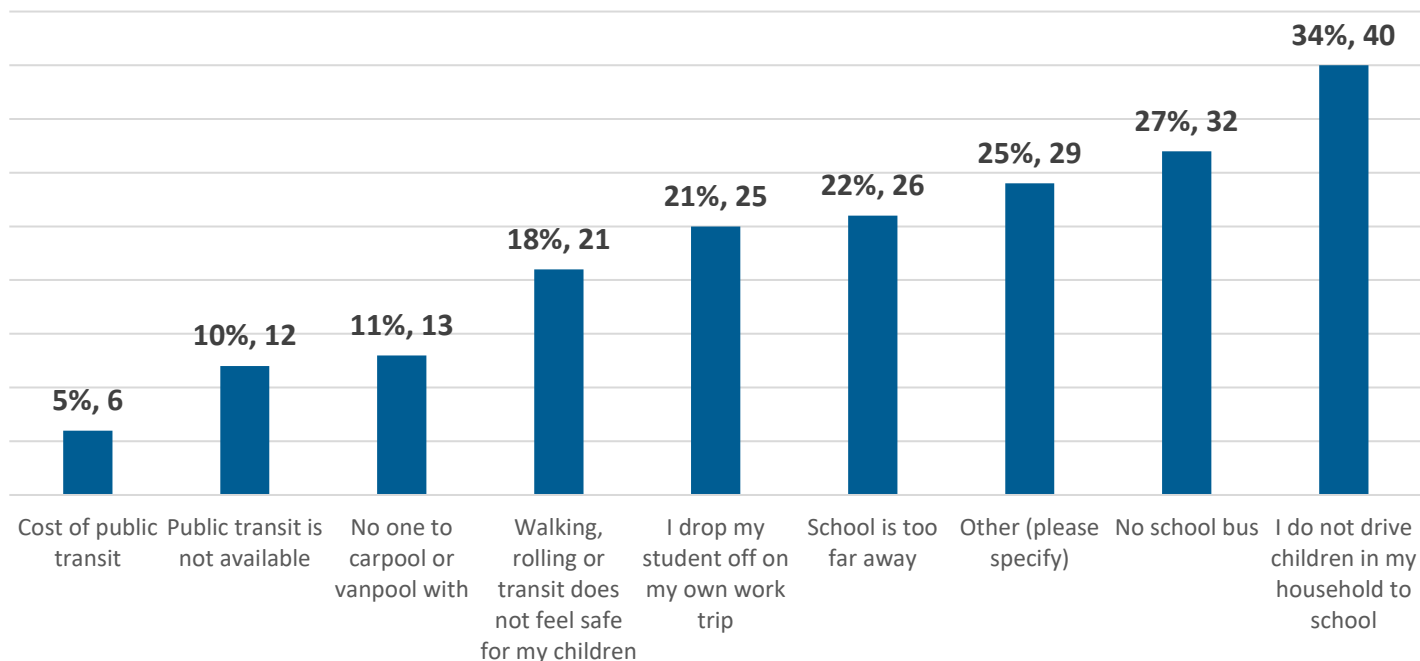
**What grade level are the children in your household? Select all that apply.**

(120 people responded, 175 selections made)



## If/when you drive children in your household to school, what are the reasons? Select all that apply.

(118 people responded, 204 selections made)

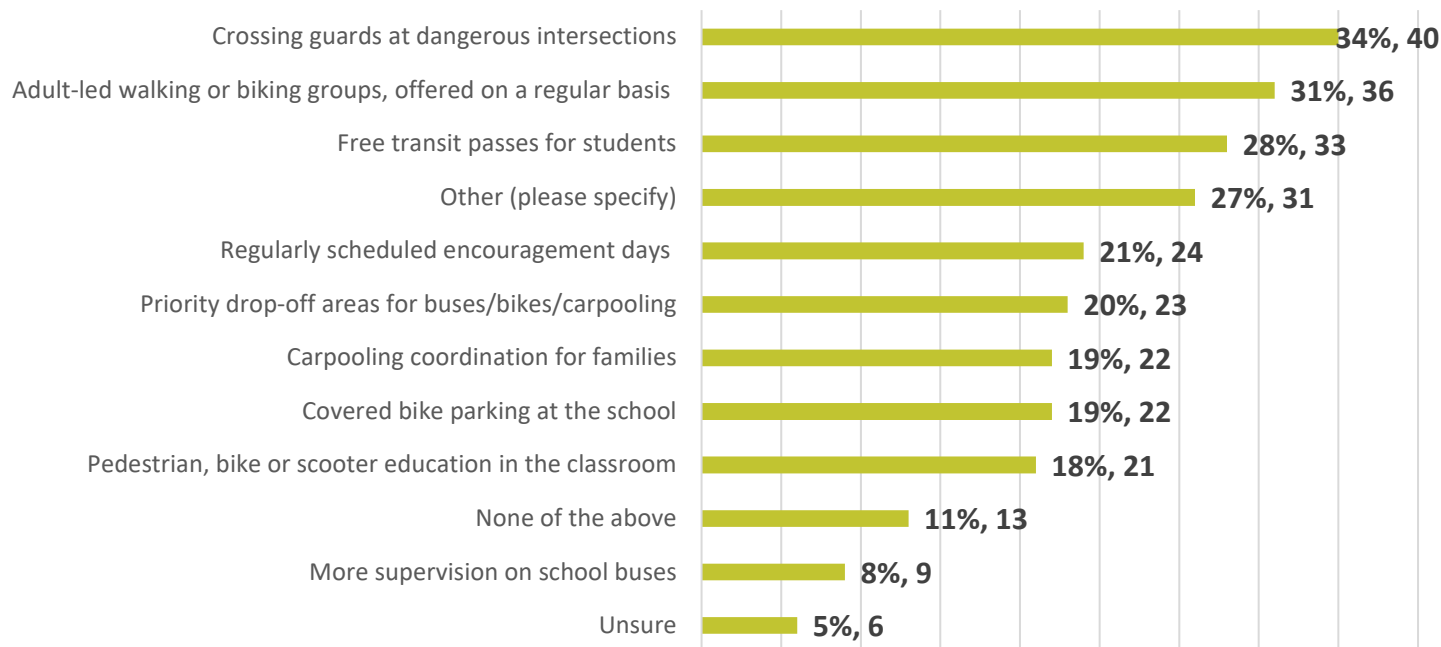


### Other

- Running late
- Inclement weather
- Carpool to school
- Bus takes longer than the drive
- On the way to work
- Transit safety concerns
- Transit frequency

## Which of these activities or amenities would make it easier not to drive alone for school trips? Select all that apply.

(116 people responded, 280 selections made)

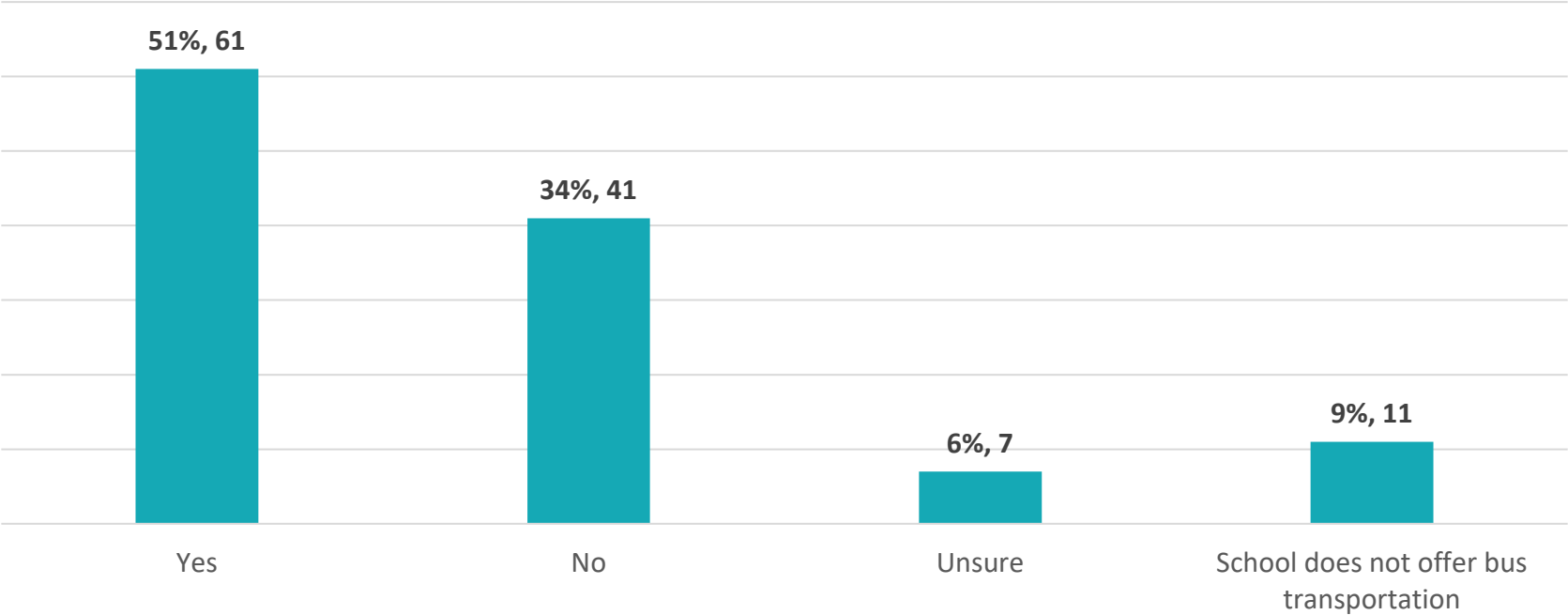


### Other

- Safer bike routes and better bike infrastructure
- Culture change
- Transportation to after school events
- More bus stops and better bus routes

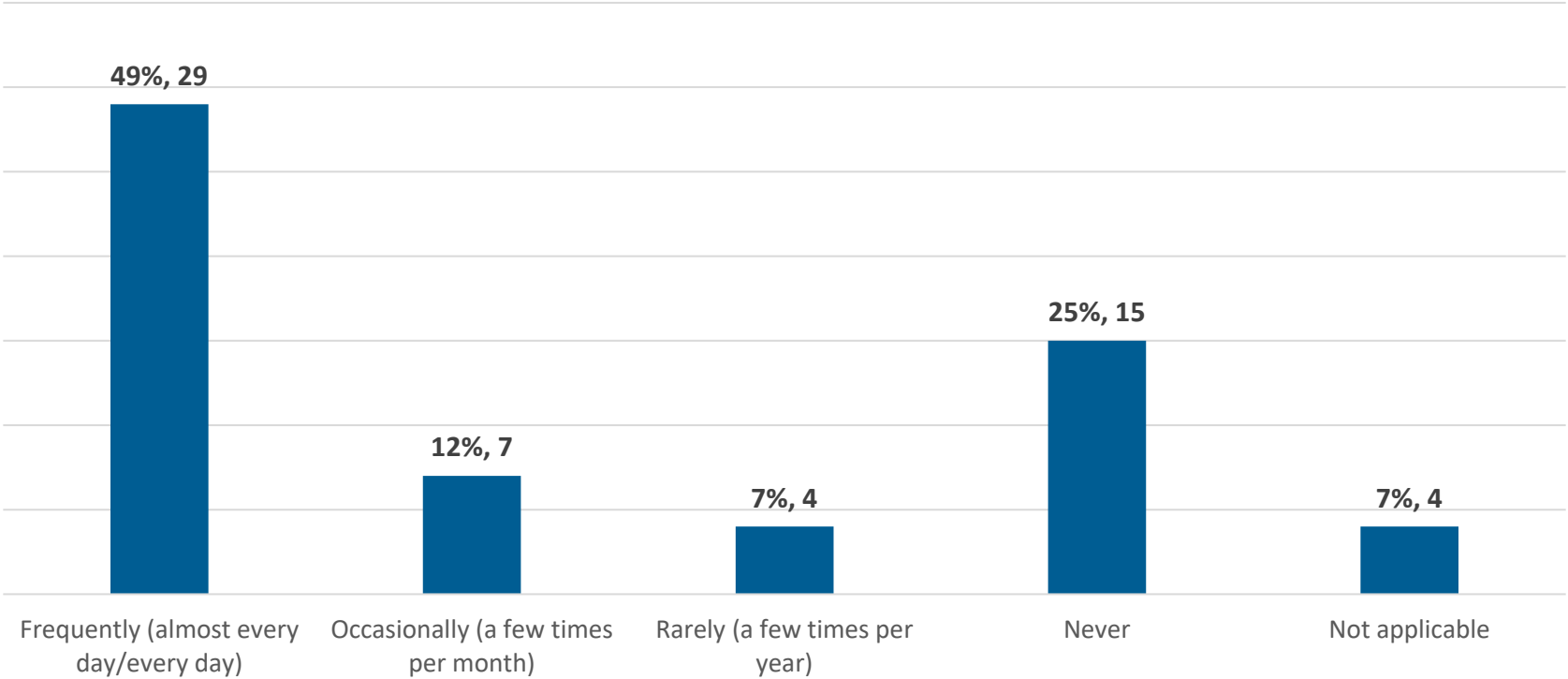
Is school bus service provided by the school district for any children in your household?

(120 responses)



# How often do your children ride the bus?

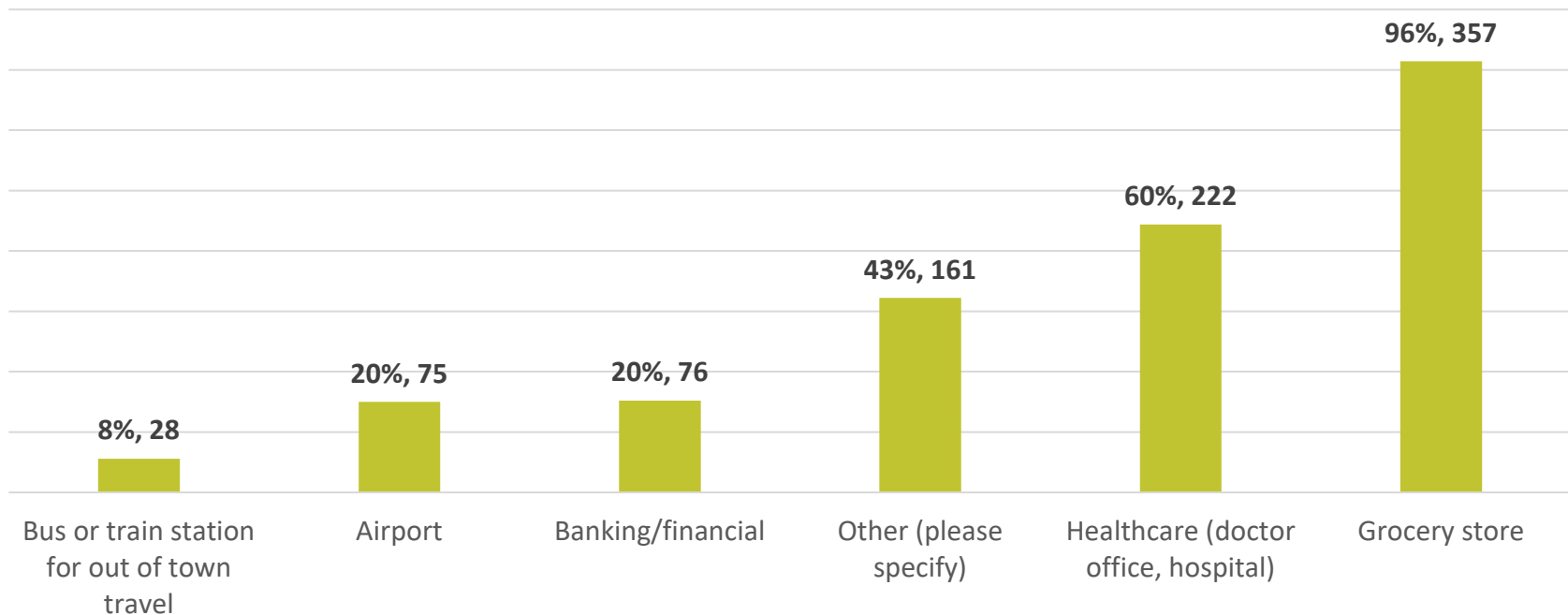
(59 responses)





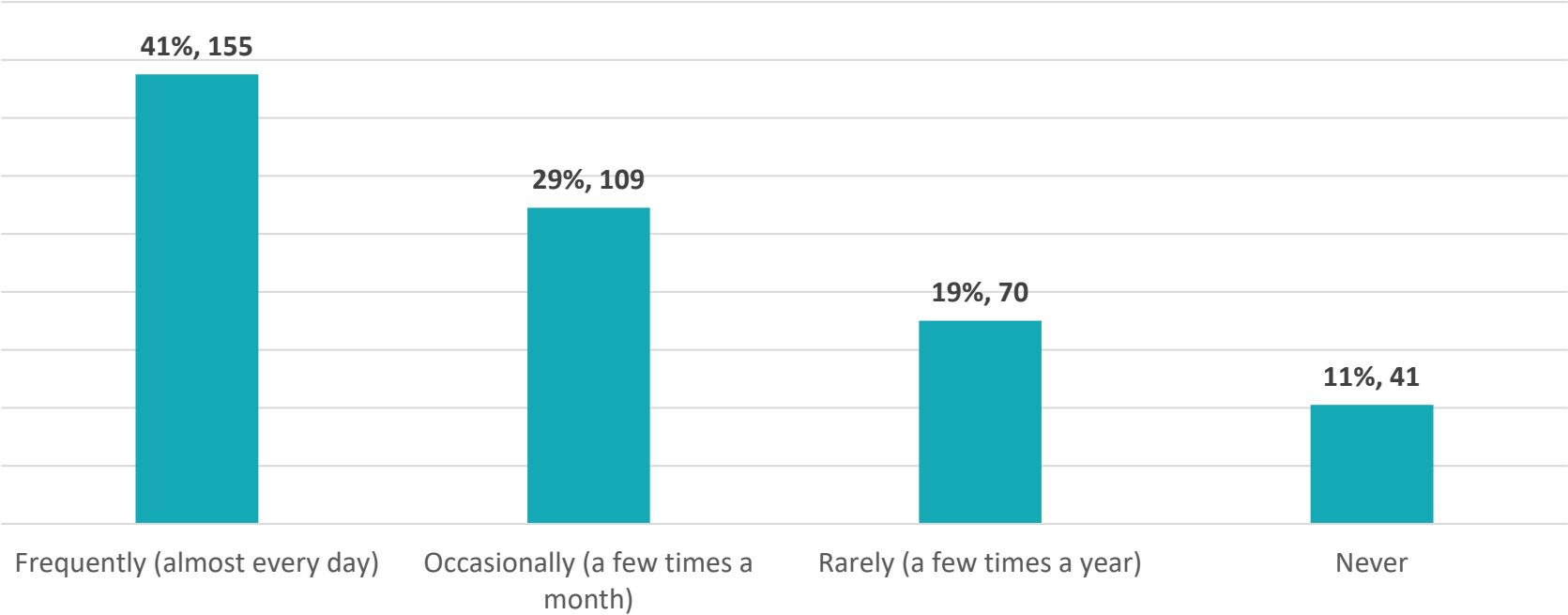
## Excluding work or college, what were the top three places you regularly traveled to for essential activities in the last month?

(372 people responded, 919 selections made)



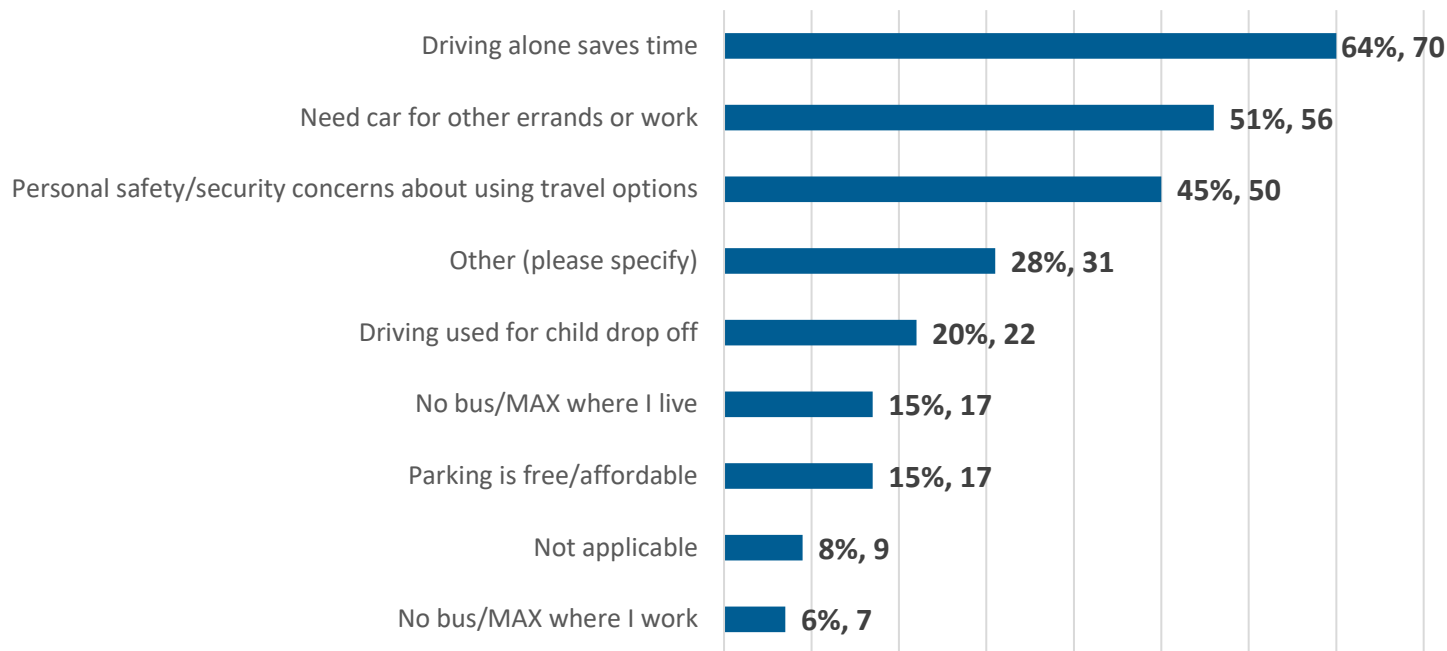
# How often do you use active or shared transportation to get to your shared destinations?

(375 responses)



## If you rarely use active or shared transportation, what are the main reasons? Select all that apply.

(110 people responded, 279 selections made)

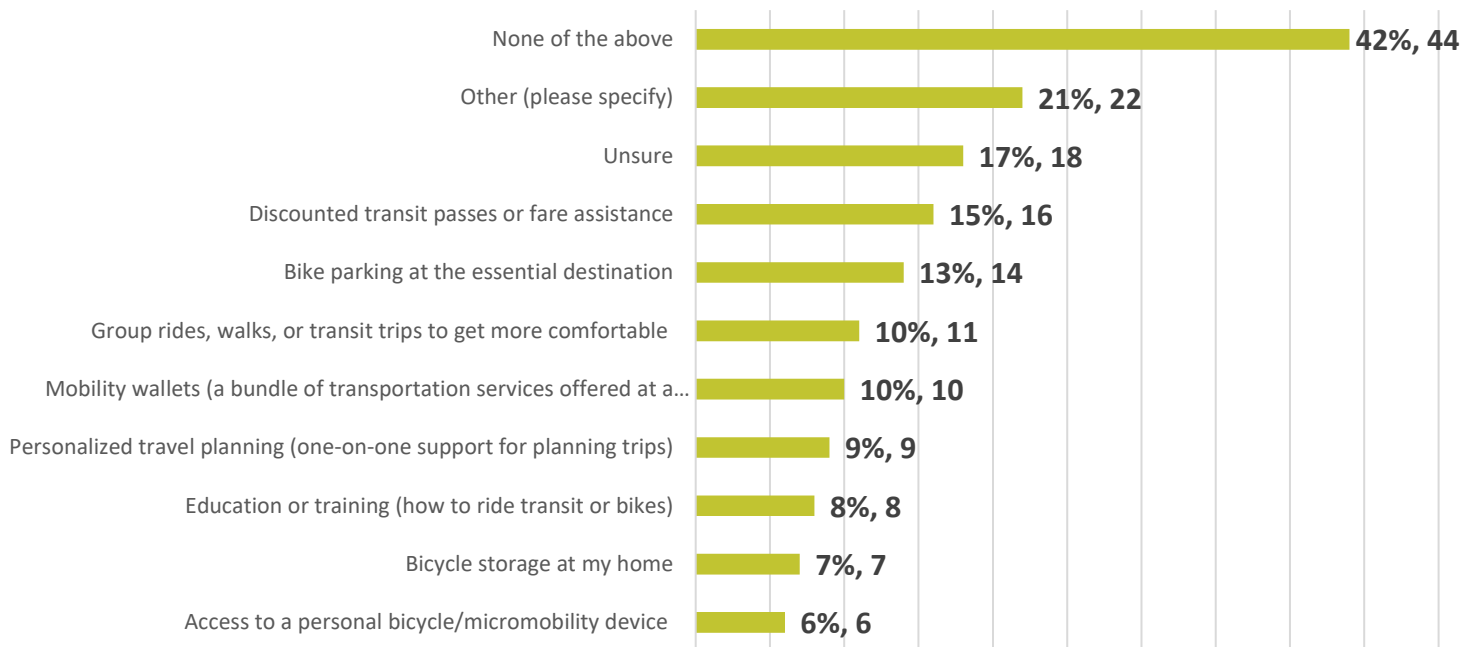


### Other

- Transit frequency and reliability
- Need more routes
- Cleanliness concerns on transit
- Not enough bike lanes
- Need for more accessible pedestrian routes
- Weather
- Need to carry and transport items

## Which of these options would make it easier not to drive alone to essential destinations? Select all that apply.

(105 people responded, 165 selections made)

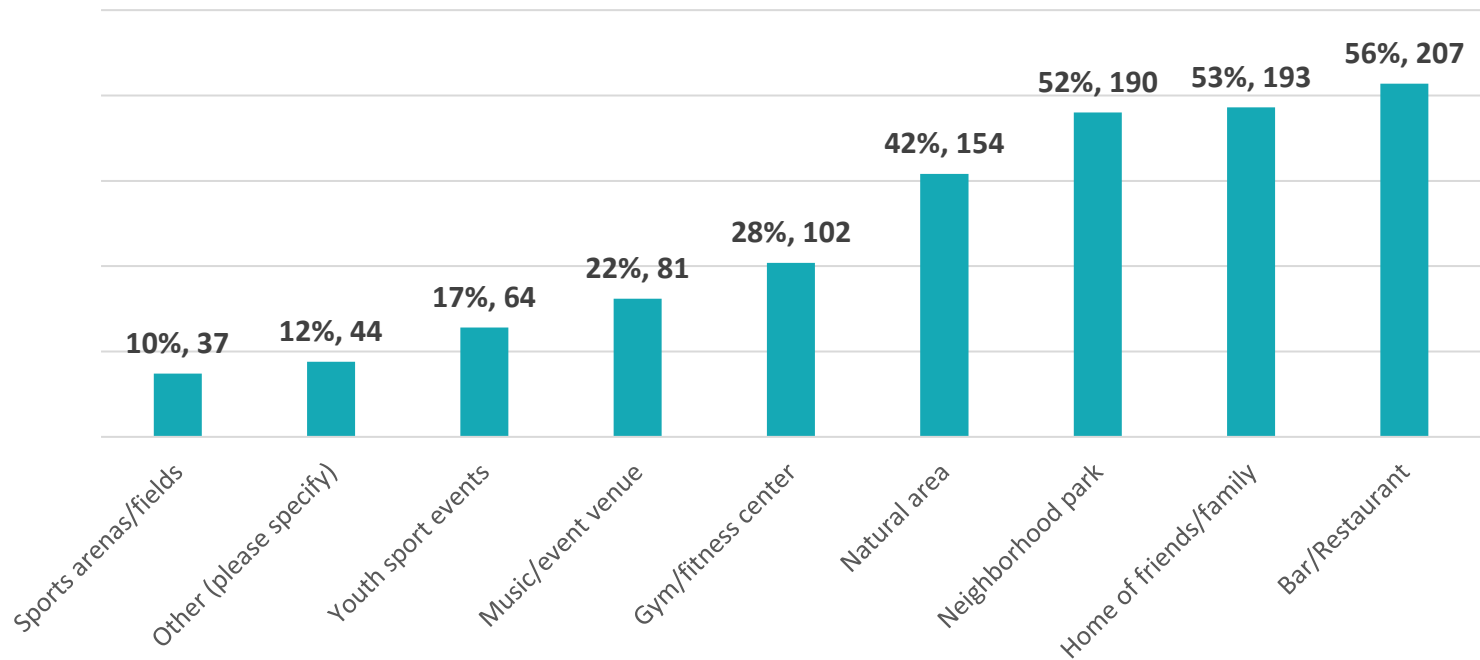


### Other

- Improved bike infrastructure (bike routes, bike lanes, slower driving speeds)
- Increased safety measures and police presence
- Faster and more reliable services
- Bike share program

## Thinking about the past month, what were the top three places you regularly traveled to for recreational activities?

(367 people responded, 1072 selections made)

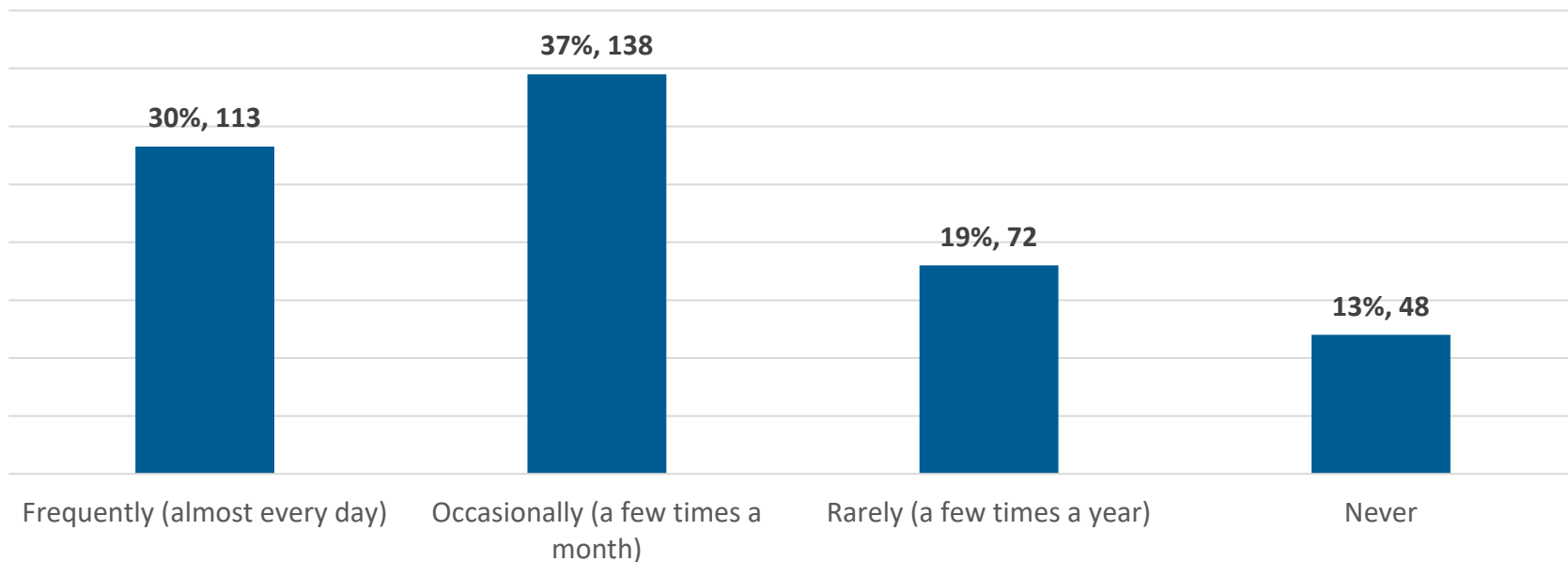


### Other

- Zoo
- Library
- Movie theater
- Church
- Shops/retail
- Coffee shop
- Community center
- Farmers market
- Hiking trails
- School

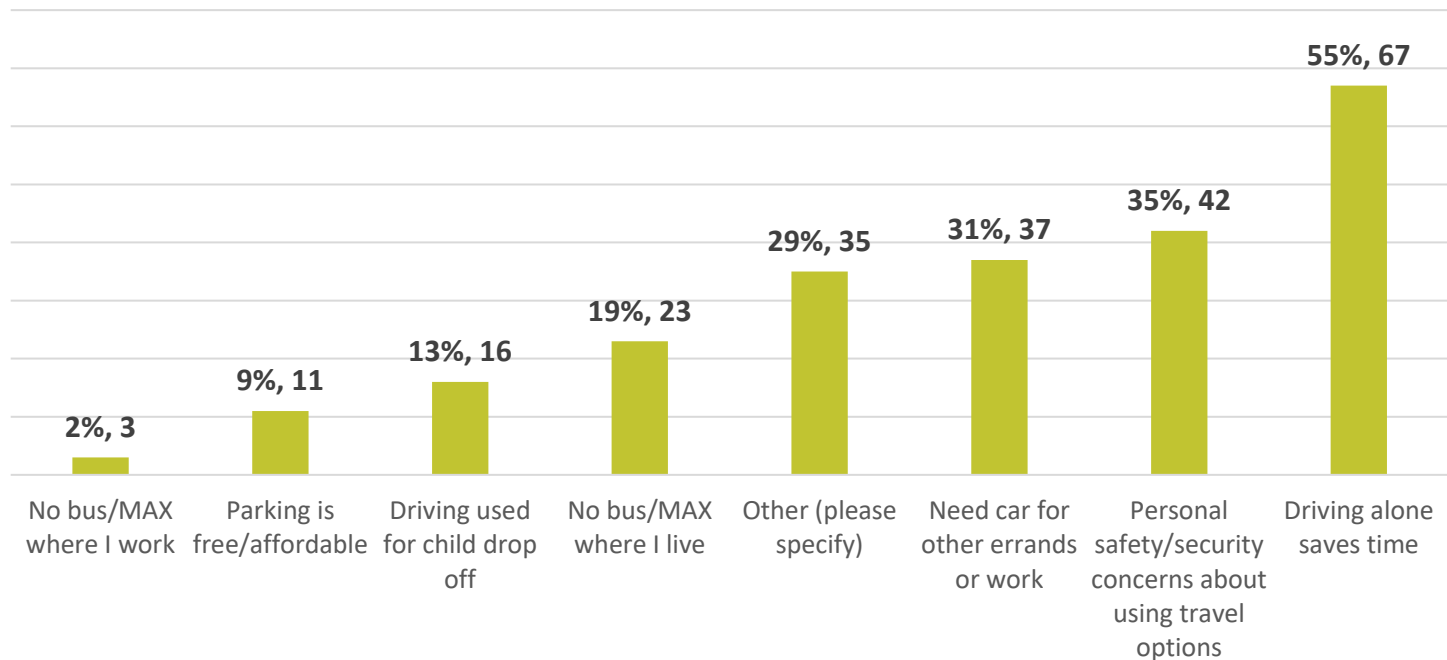
## How often do you use active or shared transportation to get to recreational activities (like sports, fitness centers, or parks) or social activities (like gatherings, events, or concerts)?

(371 responses)



## What is the primary reason why you rarely use active or shared transportation to get to recreational activities?

(121 people responded, 234 selections made)

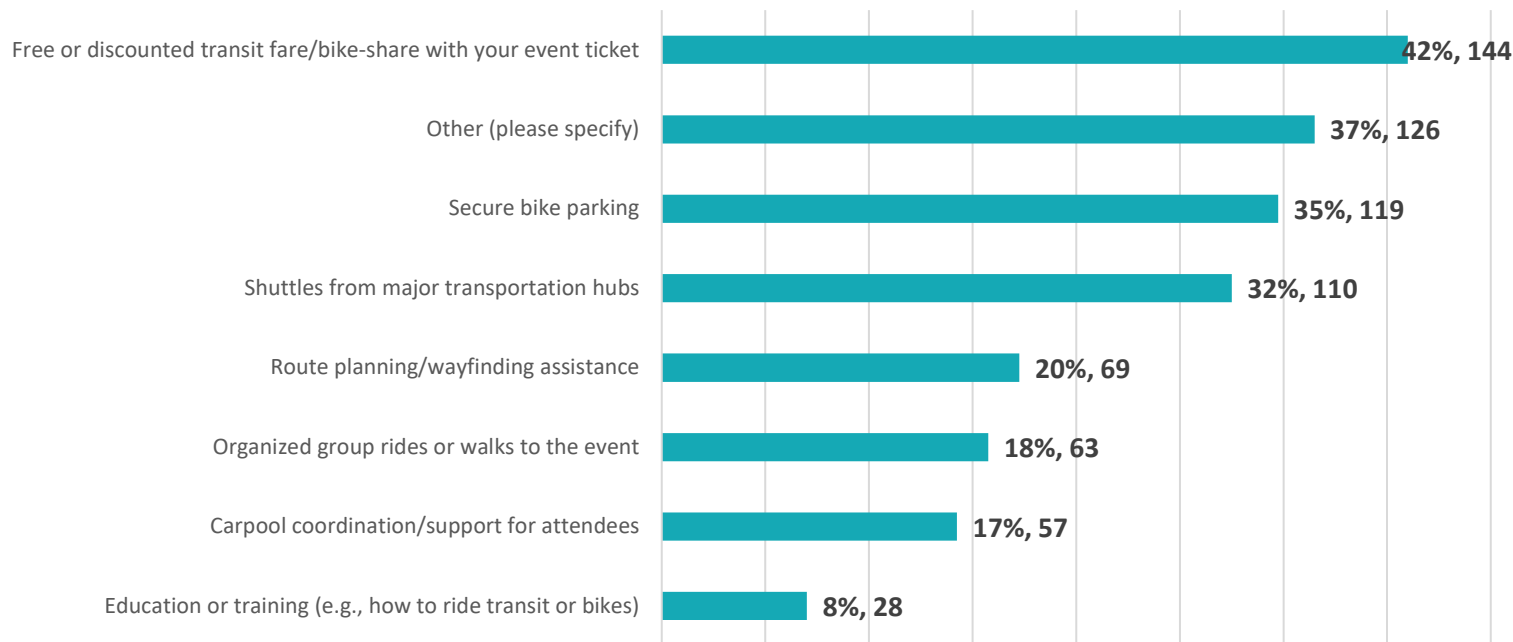


### Other

- Infrequent and inconvenient transit services
- No sidewalks or bike lanes
- No transit at destination
- Bus takes much longer than driving

## Which of these options would make it easier not to drive alone to recreational or social destinations? Select all that apply.

(341 people responded, 716 selections made)



### Other

- More and safer bike and pedestrian infrastructure
- More frequent and faster transit services, more transit routes
- E-bike charging stations
- Microtransit/flex routes
- Better parking options at light rail stations
- Safety and security on transit



# Meeting minutes



**Metro**

600 NE Grand Ave.  
Portland, OR 97232-2736

Meeting: Regional Travel Options Partner Meeting  
Date/time: November 14<sup>th</sup>, 2025  
Location: Metro Regional Center  
Attendees: Approximately 60 representatives from RTO partner organizations

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**These meeting minutes capture sticky note input on the draft policies and strategies for the Regional TDM Strategy.**

## **Policy 1: Advance coordinated TDM policy and funding strategies to strengthen and sustain TDM implementation at state, regional and local levels**

1A: Advance local, regional and state level policies that explicitly support TDM implementation through coordinated efforts.

- No policies requiring TDM at worksites, residential communities, event centers or places of commerce = no engagement
- More coordinated effort between agencies working in this field and that advocacy is done in collaboration and more intentional
- Coordinated communication stream with agencies' government affairs teams – specifically for TDM policy
- Working with our transportation partners to improve bike/walk safety & speed up transit times should be part of TDM policies. Otherwise our efforts run into brick walls
- TDM requirements beyond ECO surveys for employers
- TDM requirements as follow-up for agencies after finishing infrastructure projects

1B: Coordinate and support a more diverse & sustainable mix of funding sources for TDM.

- Westside Transportation Alliance: ODOT – IMP, TSO, TGM, Metro – RTO, Small Grants, Local – MSTIP
- More flexible transit pass programs for employers to support commutes for hybrid workers (DEQ ECO)

1C: Coordinate regionally consistent data collection methods aimed at measuring Regional TDM Policies.

- This is important, keep moving this forward
- Very hard to get bike & ped usage data (PBOT)
- We're looking to develop metrics and quantifiable measures to assess walkability for SRTS walking audits in Tigard

1D: Explore opportunities for coordination on emerging technology and TO-supportive infrastructure that improves the user experience.

- Would love GFS systems to illuminate neighborhood greenways and/or route car traffic onto collectors NOT ped/bike priority streets
- Wayfinding (posts with destination, direction, mileage, estimated time) in north Portland (CCC)

1E: Develop centralized hubs for TDM information and resources relevant to resident, school, employment, and local planning audiences.

MEETING TOPIC: RTO PARTNER MEETING

DATE: NOVEMBER 14, 2025

- Fund and develop a CRM for usage by all partners
- Ensure communication reaches all relevant partners within and across jurisdictions and agencies (Clack Co SRTS)
- Valuable access and info is a challenge to maintain and keep current – need a plan to sustain
- DMA can be a hub for resource mobilization for East Portland
- This would be helpful for Trash for Peace community
- Community Cycling Center would benefit from having this as a resource for our community
- Around East Portland area this would be a good resource
- I think presentations and materials geared toward immigrant/refugee populations to orient them to the options in their community (Evergreen Community Partners)
- OATS as a place to connect practitioners and planners

**Policy 2: Support TDM programs that prioritize welcome and safe environments for people of diverse lived experiences, abilities, and identities.**

2A: Expand access to personalized trip planning & tailored resources to help community members feel confident using travel options.

- Not happening in East Multnomah County (Gresham, Fairview, Wood Village, Troutdale)
- Focus on pairing this trip planning/coaching with financial incentives (i.e. Hop Pass)
- CCC – we bring programming to where people live for this reason
- PBOT – Smart Trips/individualized marketing for families
- DMA – through TESYA program some youth have already educated community on trip planning
- EWP has a travel Oregon grant to build a new website that enables personalized, interactive trip planning to the park. Website is equity-centered and accessible. Soft launch Feb 2026
- WTA – we offer this service for free, it is not well utilized
- PBOT SRTS lessons in multimodal trip planning for middle and high school students, multi-modal field trips
- Ride Connection Travel Options Counseling
- Create lessons for middle school and high school students on how to use public transportation
- Workshops, rides and bike fairs at PBOT – offer training, skill building including bike maintenance and learn to ride

2B: Invest in community-identified solutions to advance personal safety and security while traveling in public space and elevate concepts that require political and agency investment outside of TDM.

- Identify road hot spots that create barriers within neighborhoods, plan for levels of improvement and funding
- Feel like there could be more hyper-local organizing to consolidate community voice around specific actions
- There are a lot of personal safety issues for folks who are trying to walk or bike in East Portland

- DMA partnered with PBOT in creating Beyond Traffic Safety Toolkit. We have been working with businesses to activate unsafe empty parking lots to improve safety for pedestrians. We would need more resources to continue this work in EPDX

2C: Increase active transportation group programming that removes barriers and fosters connected communities, with a specific focus on elevating programs that create space for marginalized identities in travel options.

- Lots of partners doing work in this area:
  - o Bikeworks by p:ear
  - o DMA TESA
  - o Oregon Walks WSB program
  - o Ride Connection group trips on public transit and shuttles
  - o Sunday Parkways – group rides and workshops with partner orgs
  - o PBOT city bike bus, SRTS
  - o CCC
  - o WTA – Ride Westside, Westside bike share lending library, LCI certified
  - o TST – Ride2Own & WeBike
- This would be helpful in getting people to Washington Park
- Invest more in WSB/BB support/outreach/finances for helpers/volunteers

Question on qualitative data collection:

- Hold listening sessions with marginalized groups to see why/how they feel on public transit
- Transit App – multimodal trip planning, very powerful
- TST yearlong programs like Ride2Own with pre-post and mid surveys/interviews
- Perhaps a phone app with participation awards to a targeted population where they record trips as they occur (Evergreen)
- Keep lifting up funding programming and partnerships between municipalities and CBOs that have deep community connections (i.e. PBOT/DMA)

### **Policy 3: Design adaptable TDM programs that respond to climate, service disruptions, and the evolving needs of travelers**

3A: Design TDM programs that are responsive to changing travel patterns for non-work or school trips, particularly for trips made at off-peak hours and to essential services like healthcare and social services.

- TST: Cultural event that include multimodal education; WeBike WTFNB+ bike rides, education, bike camping
- PBOT SRTS: How do we get school staff & districts to do TDM?
- PBOT: capital project activation
- WTA: Washington County (and the region) just needs way more transit access off-peak hours and to more places (WashCo is expanding!)

3B: Ensure employer TDM strategies support a variety of work schedules and adapt to reflect changing workforce travel norms, with a focus on workers who do not have remote options.

- The Street Trust: 20 different education clinics based on feedback & needs of employers & community groups
- TriMet: Focus on sectors, such as hospitality etc.
- WTA: Priority commuters
- DEQ: Consider ways ECO affected employers can address this in the trip planning process
- Train various employers and give them incentives to offer more options to employees/flexibility/Transport Wallets to make this easier!

3C: Coordinate with the development of new shuttles, mobility hubs and shared micromobility options to ensure robust promotion, outreach & usage.

- Make them fun colors, info to red (??), trivia, storytelling, etc.
- Clackamas County has been involved in the CCT study work and is happy to see the direction this is going
- WTA: Need more shuttles + more frequent (otherwise, hard to use), micromobility in areas where there isn't transit service (or isn't frequent service) – easier/quicker to adapt than traditional transit
- Adapting the multimodal support/training/encouragement we offer to better meet the safety needs of communities
- Ride Connection: Planning community connectors micro transit pilot
- City of Gresham
- EWP: Promotes TriMet lines to the park + community shuttles to the park

3D: Advance a sustainable, regionally coordinated vanpool program that is positioned to receive and distribute federal vanpool subsidies.

- WTA: Eagerly awaiting vanpool subsidies!
- Clack Co: We're eagerly following this work!
- WTA: Vanpool working group, work with employers to encourage + be a resource
- DEQ: Connect ECO impacted employers to these resources through improved communication & targeted outreach
- SMART: Regional/statewide carpool resource w/ local agencies as support. Too piecemeal now
- Many City of Portland employees live too far away for transit to be a good option
- Culturally specific solutions for vans/shuttles; public transportation is a place to develop community

Question on tracking commuter needs:

- WTA: Building on ECO surveys, increasing frequency? Get There
- Conducting focus group with hard-to-reach communities & collab with non-profits who work with these communities that depend on public transit

Question on building enthusiasm & increasing resources for shuttle, vanpool, micromobility...

- TST: Create an incentive program for employers to host trainings for staff
- Identify & address specific barriers (safety, storage needs, employment constraints? (hard to read))

- WTA: For many employers, there is enthusiasm, but these types of programs aren't available in broad areas in Washington County
- Track the needs: Metro to provide post-event or clinic survey questions to all partners
- SMART: Need to reevaluate or relaunch School Pool concept post Covid
- Hold listening sessions with incentives in affordable housing communities to get their feedback!!
- Make it fun. If the vanpool has music, I will go on it. Something attractive is happening to be part of it
- Free TriMet Hop card IF you participate in some of these programs

**Policy 4: Expand access to financial incentive programs, focusing on advancing programs that reach residents through a variety of avenues and expanding existing incentive programs.**

4A: Improve access to and administration of transit pass programs to increase participation across a variety of audiences – including employees, residents and students.

- TriMet
- DMA: Transportation Wallet, Low Income Fare Program
- East Mult Co: Gresham, Fairview, Wood Village, Troutdale
- CCC: BikeTown clinics
- Cities & transit agencies providing transit pass resources with new development, esp. affordable and low-income housing
- TriMet universal pass program is difficult to navigate. No up front pricing.
- Transportation Wallet at PBOT
- The Street Trust: More advances & less reimbursement for schools & programs, etc.
- Smart Trips new mover program at PBOT offering day passes
- DMA partners with TriMet for fare relief and low-income program. These programs are essential for communities and depend on them
- In Portland, High School students get free TriMet passes (not just PPS). Could PCEF help fund pilot expansion?
- Hillsboro SRTS worked with TriMet to deliver summer TriMet passes to graduating 8<sup>th</sup> graders & high schools. Great response! Working on more education for this summer.
- Transportation Wallet activation – free event options with wallet e.g., 1 free timbers/thorns ticket to use wallet to get to
- WTA: This is happening but it's decreasing among employers (budget cuts, Covid)
- Ride Connection: Fare for staff traveling with student, fare assistance, TriMet partnership

4B: Develop new or expand existing programs that advance universal basic mobility (UBM).

- PBOT: Transportation Wallet
- WTA: Westside bike share (lending library)
- DMA has received Transportation Wallets from PBOT and we have heard amazing feedback from community. There should be more similar progs like these / community needs it!
- Trash for Peace has gotten Transportation Wallets for staff and community members and they're SO helpful. Many staff live in East PDX/Gresham and bus/max to work. Funds for this are vital!

4C: Research and develop pilot programs to test new financial incentives that both encourage mode shift as well as support existing travel options users.

- East Multnomah County communities could benefit from pilot programs
- Scale up adaptive BikeTown/accessible active transportation with 5310 providers e.g., Ride Connection, paratransit
- Further study into pairing these incentives (e.g., 3-month free Hop card) with commute/travel coaching. Start folks on a runway with support.
- Incentives for taking TriMet or walking/biking to Washington Park would make these options much easier!
- Financial incentives for walking school bus leaders
- TST: Ride2Own e-bike ownership program for low income (includes Metro supported education)
- SMART: We are expanding these programs! (Commute)
- PBOT capital project activation
- DEQ: Flexible & affordable transit pass program for employers post pandemic

Question about UBM:

- More transportation wallet. And completely free vs capped amounts because ridership reports show such a difference (i.e., streetcar)
- Regional shared micromobility
- Promotion of the TriMet Honored Citizen reduced fare, based on income would expand ridership.
- In workforce development programs it is important to give temporal support to people looking for a job
- WTA: Could be regional cash reward program like the one in Atlanta
- Wider marketing campaign through partner comms channels to support pass programs. Also campaigns to highlight success stories (radio, TV, social media)
- James John Bike Bus: donuts for drivers to encourage dropping off in designated spaces. Hot chocolate & crepes for walk and roll

**Policy 5: Deliver programs that meet the unique needs of specific locations and communities – which may include schools, major events/destinations or new active transportation capital projects/transit services.**

**pink/green/blue**

5A: Implement targeted travel options outreach and marketing campaigns in coordination with capital projects, the launch of new transportation services, or one-time major events.

- There needs to be more safety in east Portland. Many roads do not have sidewalks, this limits walkability for students and communities and puts them in an unsafe situation.
- WTA - Coordination between infrastructure owners/maintenance/contractors/designers with RTO partners and marketing new infrastructure
- East Portland lacks sidewalks and most of the area needs space activation to increase mobility and walkability for residents
- Need to celebrate new capital assets in communities to showcase new ways to get around

- Opportunity to connect local city/county capital project managers with TDM reps to market new spaces.
- EWPs newly approved Transp. Access Plan names marketing and outreach as a major strategy, but we don't currently have the funding to implement.
- Provide safety outreach to multi-family housing buildings to improve pedestrian safety in SW Portland.
- Connecting developers with CBOs
- PBOT –Capital Project Activation
- WTA – Market projects that affect member orgs
- City of Gresham – Highlighting and activating newly constructed capital projects

5B: Design TDM programming that supports travelers and workers at high-impact locations including transit-oriented development, job centers, major event venues and destinations such as airports and healthcare centers.

- Moda Center ticket to ride – target car drivers leaving paid garages with transit fare incentive for future event. (pink)
- Policy for requiring TDM for large events
- Clackamas County working to promote ClackCo shuttle at CCC supported by real-time arrival signs.
- ClackCo very interested in TDM focus in the Clackamas Industrial Area.
- WTA – w/ member employees
- SMART – outreach around Wilsonville Transit TOD – increasing transit service to this site on Saturdays, marketing to residents.
- Microtransit pilots to PDX airport for employees and travelers – nominal fee with frequent service.
- “The Wingspan” event space in Hillsboro
- Recommend transportation options for The Hops Stadium in Hillsboro. (blue)
- TriMet develop & implement MFR/TOD specific pass program.

5C: Support demonstration projects that enhance active transportation events & activation (i.e. Better Block, School Streets, etc.).

- East Multnomah County schools could benefit from having this in their neighborhoods and communities. (pink)
- East Multnomah County, Multnomah County, Gresham, Fairview, Wood Village, Troutdale.
- PBOT SRTS Team has connected. 45 students to our street painting program. to have students design and lead st murals painted in high volume intersections. (green)
- DMA worked with PBOT In creating Beyond Traffic Safety Toolkit and activating business plaza, street plaza that one of the tools identified. We have started activating parking lots of business plazas from this year. And I want to continue a long division corridor to make the corridor safer and walkable. (yellow)
- Coordination with municipal permitting and traffic regulations to make possible.
- City of Gresham safe routes to school and parks.
- Story Walk events. Libraries. Community centers. Parks. Clackamas County Safe Routes to school.

5D: Expand school-based efforts to decrease vehicle trips and increase walking, rolling, school bus & transit use.

- Public realm improvements to support park and walk locations away from streets adjacent to schools. (pink)
- James John. Bike Bus. Monthly walk and rolls. Weekly bike and walk buses.
- The Street Trust and SMART.
- Bike works by Pair Safe Routes to School team do this with bike rides, bike rodeos, community events, education and more.
- Cycle Oregon. Jumpstart Bicycle education. Train the trainer model. Bike fleet deployment.
- PBOT SRTS - Bike bus wayfinding program. Other support and guidance to schools starting walking bike buses.
- Clackamas County has been doing lots of work in this realm.
- CCC. Bike club and bike camps. Involves specific schools and neighborhoods.
- Ride Connection, travel training and group trips.
- Oregon walks. Walking school bus program
- New Lloyd building in future would be a great mobility hub, also east Portland - Home Forward properties. Fairview Oaks, Sequoia Square, Madonna Place, Gladstone Square, etc.
- TDM campaign to connect Portland parks system.

**Policy 6: Build collaborative partnerships to overcome identified barriers to bike, e-bike and scooter use, including parking/storage, education, access, and cost.**

6A: Prioritize education efforts that teach kids and adults how to ride a bike.

- PBOT SRTS: PE teacher led bike education + learn-to-ride events
- Bikeworks by p:ear SRTS – we teach bicycle and scooter safety to kids
- PBOT Transportation Academy and Commute Options E-Bike training
- PBOT bike fairs
- Hillsboro SRTS is doing Bike safety education and learn to ride programs in PE classes K-6
- James John Bike Bus – we work w/ PBOT for Learn to Ride during school hours. We have a balance bike fleet (I think all schools should have one)
- DMA has been organizing bike +walk events for youth and families
- SMART – we do learn to ride classes – would like to get older kids/adults to participate
- Cycle Oregon - jump start – bike ed, train the trainer model, bike fleet deployment
- Though this is a great approach the community especially ADULTS need more training around this such as how to use e-bikes and how to access them

6B: Advance programs that increase the number of kids and adults who have access to a bicycle or micromobility device, paired with education and support.

- East Mult Co – no program in place
- DMA is looking for partner to create a program to ensure bikes and gear are accessible to youth who attend our DMA bike + walk events
- City of Gresham e-bike pilot program



6C: Develop a coordinated approach to improving micromobility parking and storage; with a focus on secure storage at multi-family housing and parking at key destinations.

- SECURE bike storage beyond bike racks (libraries, stores etc.)
- Storage for a bike fleet in New Columbia
- Bike parking and storage lacking in East Multnomah County
- Covered bike parking in older schools in Tigard Tualatin SD. We have old wave racks with no weather protection
- Wilsonville SMART: we have no coordinated approach yet
- Would be nice to have more bike parking + bike education in Washington Park (near Hoyt/trails?) The area is not super bikeable + people don't know how to bike it)

6D: Collaborate with bike-focused businesses; building connections between bike shops, repair services, bike-delivery & community-based programming.

- City of Gresham is partnering with business through Green Business Program that supports bike and TDM-related incentives for certification
- Clackamas County has a bike parking program identified in our TO Plan. Where can we partner with businesses to provide and streamline install process? More to come in this area soon!!
- Relationships w/ businesses local to bike clubs: Portsmouth, Cully, East Portland. so clubs can ride to get incentives!
- East Portland needs more of these programs overall
- Would like to bring bike repair classes to middle and high schools

Question about barriers

- Work with jurisdiction partners to improve road safety for biking – lots of jurisdictions have high-speed boulevards
- WTA: No regional micromobility program. No municipality wants to step up and take responsibility for such a program (City, County, Metro)
- At Home Forward properties – no bike parking, being far from MAX stops, not knowing how to ride